

The newsmagazine for pharmacy

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SUNGLASSES
SPECIAL SUPPLEMENT

The cost of improving drug safety

Boots lead in cosmetics and toiletries

Difficult year for Wellcome Foundation

Glaxo bids: tough talking



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CHEMIST & DRUGGIST

113th year of publication Vol. 197 No. 4794

The newsweekly for pharmacy

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A Benn Group Journal



Professor A. H. Beckett again reminds politicians that the cost of safer drugs is higher prices (see p 134)

It really worked.



We dropped the price and went on television in Lancashire. The theme of our advertising—'it really works'—really worked. Sales shot up alarmingly!

So much so that many chemists found they were completely sold out. They had understocked.

Now Reban goes national on television from February 1st, with press backing concentrated on the teenage girl market.

Please stock up now. We have complete confidence that Reban will really work for you!

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Dr Hartley to lead hospital salary panel

Dr F. Hartley, Dean of the School Pharmacy, University of London, has been appointed chairman of a panel which is to consider the grading of chief pharmacists in teaching hospitals. The panel has been set up by Ministers of Health on the advice of a committee of the Pharmaceutical Whitley Council.

The names of the members of the panel are expected to be announced shortly. The terms of reference are:

To examine applications made on behalf of those chief pharmacists at teaching hospitals whose employing authorities consider that the workload, special responsibilities and other circumstances justify higher salary recognition, in the light of recommendations in the Noel Hall Report.

In making their assessment the panel shall have regard to:

- Any special work involving knowledge of pharmaceutical science and technology arising from the existence in the hospital of teaching departments and units not normally found in other hospitals.

- The general level of pharmaceutical responsibility in teaching hospitals as compared with hospitals or units of similar size where there are no teaching departments.

- The contribution made by the chief pharmacist to the science and practice of pharmacy, both in relation to the work of the pharmaceutical service for which he is responsible and, in general.

- The degree of development and specialisation of the pharmaceutical services in the teaching hospital or area for which he is responsible.

Query on 'whisky' promotion

Sir Keith Joseph, Secretary of State for Social Services, was asked by Mr L. Pavitt whether the distribution of a syringe containing Scotch whisky by Tillots Laboratories as part of a sales promotion to pharmacists was acceptable under the terms of the Voluntary Price Regulation Scheme for NHS pharmaceutical services.

Sir Keith replied that he was inquiring whether the promotion conformed to the industry's code of practice.

Urgent script publicity is 'adequate'

Present arrangements to publicise chemists' arrangements for dispensing on Sundays and Bank Holidays are "adequate", Mr Michael Alison, Under Secretary for Social Services, told the Commons last week.

The call for improved publicity came from Mr N. Kinnock and Mr Arthur Lewis, but Mr Alison outlined the present regulations and said that general practitioners normally knew of the pharmacists in their areas who are willing, when available, to dispense at any time a prescription marked "urgent". Executive Councils had been advised to supply lists of such pharmacists to the police.

Criticism made of BNF section

The section on emergency treatment of poisoning in the 1971 British National Formulary contains "much that is misleading" according to Dr Henry Matthew, director of the Regional Poisoning Treatment Centre at Edinburgh Royal Infirmary.

In a letter to the *British Medical Journal*, Dr Matthew criticises many of the recommendations, specially some in the "general measures" section.

He points to such topics as: emptying the stomach; shock and circulatory failure and transport to, and treatment in, hospital, and evaluates the recommendations made in the light of his own experience.

Dr Matthew concludes by referring to some of the BNF's advice as "confusing, inaccurate and even dangerous."

"The damage is done," he writes, "and will continue until one hopes it is corrected by the next edition."



Informal moments at the CMI jubilee dinner (see story on this page): Above, left to right, Mr G. T. M. David, Mrs A. Aldington, Mr H. Steinman and Mr W. M. Darling. Below, Mr J. Wright, Mrs Wright, Mrs K. R. Rutter and Mr Rutter



CMI reaches its golden jubilee

In spite of the continued closures of pharmacies during the past 10 years, the turnover of the Chemists' Mutual Insurance Co Ltd has continued to expand and reserves are now £750,000 said Mr K. Rutter, chairman NPU, at the CMI Golden Jubilee dinner held in London on January 25.

The CMI, he went on, had continued to carry out its founders' aim of understanding the special problems of pharmacists, giving prompt and generous settlements and charging low premiums.

Mr Rutter told representatives of pharmacy and insurance that in pharmacies the incidence of "break in" with the theft of drugs had increased only marginally and pharmacy could be proud of the care it took of its drugs in spite of the increased drug problem.

He praised the members of the CMI staff who had contributed to the growth of the company, mentioning Mr W. T. Clark, Mrs Shackleton and Mr Gandar.

Mr Rutter was replying to the toast of the company proposed by Mr J. S. Arnold, of Pycraft & Arnold, insurance assessors, who had been connected with the CMI from the beginning. He said the specialist mutual office still had a place in the world of insurance

today and the special relationship between the CMI and its members augured well.

Mr J. Wright, proposing the toast of the guests welcomed many from the insurance world who had assisted the CMI and its members throughout the years, the president of the Pharmaceutical Society (Mr W. M. Darling) and its registrar (Mr D. Lewis) and the president of the Ulster Chemists' Association (Mr Creswell). He, too, praised the staff for their keenness and enthusiasm.

VAT timetable unchanged

The Government are "quite confident" they can adhere to their VAT timetable, Mr Patrick Jenkin, Financial Secretary to the Treasury told the Commons on Tuesday.

He told Mr Dick Douglas that representations over double taxation on retailers' stocks were "being considered". The Chancellor hoped to refer to the matter in the Budget.

Mr Joel Barnett asked that consideration should be given to delaying the introduction of the tax, in view of the "enormous number" of representations received. Mr M. Macmillan, Chief Secretary, said that over 500 trade associations had expressed views; papers on practical aspects of VAT had been circulated and the response was likely to be "very considerable".

Chemists' share of toiletries sales

An estimated £52 million was spent on cosmetics and toiletries in Great Britain during November and December 1971, of which 28 per cent was channelled through Boots Ltd and 21 per cent "other chemists".

These two categories were followed by door to door sales with 17 per cent, according to the Toiletries and Cosmetics Purchasing Index, the overall outlay per capita being an average of £1.80.

The research data, gathered from a panel of 6,000 consumers between the ages of 13 and 64, also revealed that approximately a quarter of total annual sales took place during that period, with the highest expenditure of the five major product groupings being on bath requisites (£13 million) and perfumes and deodorants (£12 million), together representing almost half total sales.

On a breakdown of the average expenditure per buyer, it emerged that £1.03 was spent on perfumes and deodorants, £0.84 on cosmetics, £0.79 on bath requisites, £0.73 on shaving products and £0.56 on hair preparations.

The Toiletries and Cosmetics Purchasing Index was established last year by Audits of Great Britain Ltd, in conjunction with the Toilet Preparations Federation, to provide continuous research figures to be analysed bi-monthly. The founder members were Chesebrough-Ponds Ltd, Gala Cosmetics Ltd and Yardley Ltd.

Some of the findings are summarised in the tables below.

Distribution pattern

	%
Grocers	6
Boots	28
Other chemists	21
Woolworths	5
Departmental stores	10
Door to door	17
All other outlets	13

Percentage obtained door to door

	%
Bath requisites	23
Perfumes and deodorants	23
Cosmetics	18
Hair preparations	3
Shaving products	14

Expenditure by product

	£m	%
Bath requisites	13	25
Perfumes & deodorants	12.5	24
Cosmetics	11.5	22
Hair preparations	8	16
Shaving products	6.5	12

all meals commencing Friday evening, a Congress cocktail party and wines with the evening meals, is £33. The fee does not include travel costs to and from the island or the optional excursion on the Saturday. For delegates not sharing a twin bedded room there is a supplementary charge of £2. Delegates will be able to take advantage of preferential air fares to be arranged by the Commission's travel agents.

Further information and application forms from: The Secretary, Franco-British Pharmaceutical Commission, 17 Bloomsbury Square.

Oxytetracycline equivalence

Mr Laurie Pavitt asked the Secretary of State for Social Services, in the Commons last week why the National Health Service had not saved approximately 60 per cent of its costs in supplying Terramycin by substituting one or other of the oxytetracyclines now produced by British drug companies.

Sir Keith Joseph replied: "Because they are not necessarily exact therapeutic equivalents and because it is a fundamental principle of the Health Service that a doctor is free to prescribe any drug he considers necessary for his patient".

Australian chemists cut 'open sellers'

A decision "to phase out all open-selling products" was made by more than 300 pharmacists in Victoria, Australia, recently.

Prominent pharmacists had already cleared all "open-sellers" from their pharmacies, prior to the decision, made at a crowded Pharmacy Guild of Australia meeting.

They reported that it was an exceptionally successful move. Customers who asked for an open-selling brand were informed that it was "a grocery line" and were persuaded to buy a "chemist only" equivalent.

Those customers then returned to buy the same products again and turnover had subsequently risen.

The meeting endorsed a plan for the systematic elimination of all open-sellers from stock in pharmacies and called on the Victoria branch committee of the Guild to recommend that members should reject all future launches of such products and that the elimination of the products should be made general Guild policy.

The decision was reported in the *Australasian Journal of Pharmacy* which also recorded that manufacturers affected had reacted angrily to the move and that they "threatened to expose the matter sensationalistically in the Press."

Royal portrait to go to America

A new portrait of Her Majesty Queen Elizabeth II, which was commissioned by the Wellcome Foundation Ltd, was unveiled this week by Lord Franks, chairman of the Wellcome Trustees and a former British ambassador to Washington. It will be on view to the public for two weeks at the Mall Galleries, London.

The picture by an American artist, Mr Joseph Wallace King, will be presented to the State of North Carolina in April to mark the opening of the new Wellcome Research Laboratories in Research Triangle Park, near Raleigh, North Carolina.

The portrait was painted from sittings at Buckingham Palace during November 1971. Mr King has exhibited work in Paris, Rome, London and New York.



A portrait of Her Majesty the Queen, commissioned by the Wellcome Foundation, which is destined for America (see story this page). Her Majesty is wearing a gold brocade dress and Queen Victoria's jubilee diamond necklace. Dover Castle is depicted in the distance.



Mr G. E. Tunnicliffe of British Cod Liver Oils (Hull & Grimsby) Ltd, with Mrs Tunnicliffe, receives a silver salver from Miss K. Colley of the company's sales section in recognition of more than 15 years' service as president of the Seven Seas sports and social club

Commons attack on LRC policy

"The community and the family planning services were being and are continuing to be exploited by a sinister monopoly, LRC International Ltd", it was said in the Commons last week.

Mr Leo Abse, speaking on the second reading of the National Health Service (Family Planning) Amendment Bill, called for a reference of the company to the Monopolies Commission.

Mr Abse said that before proceeding to encourage more exotic and more controversial methods of birth control—the Bill concerns vasectomy—the House should ensure that traditional methods were made available more inexpensively than at present. In Britain 125 million condoms were used each year, and "the price that the public pays for these articles, in the light of their actual cost of manufacture, is quite absurd."

Mr Abse also said that the company had moved in to gain a "strangle hold" over retail distribution through vending machines. LRC, he said, is now "taking control of 90 per cent of retail distribution too."

An LRC spokesman, questioned by C&D this week expressed concern at "inaccuracies" in Mr Abse's statement. The company did not control 90 per cent of retail distribution for protectives—through vending machines or any other outlet. In fact, he said, vending machines accounted for

only 7 per cent of all protective sales.

Chemists are understood to be by far the largest single outlet for these products—and LRC say that sales through "progressive" chemists have increased since the lifting of the Pharmaceutical Society's display ban. The company's record of "price stability on protectives is well known to chemists and customers".

Hexachlorophane labelling

Manufacturers of hexachlorophane preparations have agreed to include, in usage instructions, a "prominent warning" about the need for overall rinsing when such products are applied to the whole body surface—such as the bathing of infants.

That information was given in the Commons on Tuesday by Sir Keith Joseph, Secretary for Social Services. Commenting on American animal experiments which provide "circumstantial evidence of toxicity in man" (C&D January 8, p31), he said that although whole-body application was best avoided, there were occasions when the advantage of agent's potent germicidal properties outweighed the potential risk, provided the skin was thoroughly rinsed after use.

He added there was insufficient evidence to say whether any risk was associated with the use of talcs containing hexachlorophane. The committee on Safety of Medicines was "urgently considering" hexachlorophane and other medical antiseptic preparations.

Boots reflect on Beecham offer

Boots Co were on Wednesday taking their time over a reply to Monday's increased Beecham bid for the Glaxo Group which now tops Boots' own offer.

The terms of the increased Beecham bid are: for every 20 ordinary stock units of £0.50 each of Glaxo, 29 Ordinary Beecham shares of £0.25 plus £20 nominal of 5 per cent convertible unsecured loan stock 1991/96 of Beecham. The offer of £0.40 in cash for each preference stock unit is unchanged, but is now conditional on the ordinary stock offer becoming unconditional.

Beecham stress to Glaxo stockholders that their choice is now between them and Boots—there is little chance of Glaxo remaining independent now the board has recommended acceptance of a lower offer. Making their own case, Beecham say that since Britain represents less than 4 per cent of the world pharmaceutical market, the future growth of British companies depends largely on their prowess overseas.

"A merger between Boots and Glaxo, being largely insular in nature and combining a preponderantly domestic retail business with a pharmaceutical manufacturer and wholesaler would be unduly dependent on the home market. It would do very little to alter Glaxo's position as a relatively small member of the international pharmaceutical industry.

"The Beecham/Glaxo merger would create a British pharmaceutical group of considerable international stature, better able to compete and grow".

Beecham predict that after the merger there would be a short period of "consolidation" but thereafter the combined rate of growth would be in excess of that of the separate companies.

In his letter to stockholders opposing the first Beecham bid, which went out last weekend, Sir Alan Wilson saw no grounds for believing that "enforced union" of research and development activities would bring increased chances of innovation.

Beecham's pharmaceutical operations, which account for about half of the Group's total profits, are heavily dependent on Penbritin, he says—in the UK it accounted for over 70 per cent of Beecham's pharmaceutical sales to chemists in 1971. Patents protecting it ex-

COMPANY NEWS

pire in 1974 and 1975, and if there were price reductions world-wide, this would have drastic effects on Beecham's profits.

Sir Alan also casts doubts on the patent position for a new compound, Amoxycillin, Glaxo having been advised that opposition by an American firm to the grant of a UK patent "can be expected to succeed".

Reference is also made to the United States Department of Justice civil complaint against Beecham, Beecham Inc, its US subsidiary, and Bristol-Myers alleging a violation of American anti-trust laws in connection with the Group's semi-synthetic penicillin business in the United States.

Glaxo's American attorneys have reported that there are at least 42 additional actions pending. "In two of the cases alone the complainants state that the group which they purport to represent (in each instance United States drug retailers) is believed to have suffered damages amounting to a total of \$350 million—£134 million (or \$1,050 million—£404 million—after the trebling required by US law) and the same two complainants also claim punitive damages which one complaint specifies as \$1,000 million—£385 million—and the other as \$700 million—£269 million".

"It would appear that the consequences even of a partial success by the plaintiffs could have such a serious effect on Beecham's business that we would feel bound, even if this were the only ground, to advise you to reject any offer of Beecham shares", says Sir Alan.

In reply, Beecham have said they have already made adequate provision against any likely contingency in their accounts, to the satisfaction of the company's auditors.

Difficult year for Wellcome Foundation

World-wide sales of The Wellcome Foundation Ltd, increased by 12.6 per cent to £96.5 million during the financial year ended August 31, 1971 and exports from the UK increased by 15 per cent to £14.5m.

However, group profit before tax was £9.063m—only a marginal improvement on the previous year's figure of £8.769m, according to the company's annual report.

"The year has been a difficult one," says chairman Mr A. A. Gray. "Due to the significant and rapid inflation which has occurred throughout the world, costs everywhere have escalated sharply. The impact of this bears particularly harshly on companies such as ours who are strongly research-based and in consequence have high overheads."

About 70 per cent of group sales relate to medical and consumer products for human use and it is here that the greatest rate of sales increase has been achieved. Attention recently devoted to the European Region "is beginning to be rewarding," with sales increased by 28 per cent with a commensurate rate of increase in profitability.

Sales in the veterinary and agricultural sector advanced by 6 per cent to about £28 million, but trading profit was lower. However, three new products launched last year are expected to help improve the sector's profitability.

Calmic Ltd have been particularly successful in the field of hygienic services, sales revenue having mounted by 25 per cent.

Planned expansion of research in the United States accounted for the major part of the increase in group expenditure on research and development from £5.8m to £7.5m. Almevax German measles vaccine, the first vaccine made in human diploid cells to be used in Britain, is said to have been an outstanding success and there is a considerable interest in several other countries.

Dividends and payments to the sole shareholders, the Wellcome Trustees, amounted to £2.1m, the same as for the previous year. Under the will of Sir Henry Wellcome who died in 1936, the trustees must apply all profits received from



On her retirement after 33 years with the company, Miss G. R. Lucas, a founder director of Castlecrafts Ltd being presented with a television set from the staff by Mr John Carslaw, managing director. Miss Lucas also received a cheque from Jackel & Co Ltd "to allow her to pursue her hobby of collecting antiques".

the Foundation to the support of medical and veterinary research.

"I believe that the prospects for improving our profit performance this year and in future years are good," the chairman concludes.

Eli Lilly president retires

Eli Lilly and Co, Indianapolis, has announced the retirement of Mr Burton E. Beck as president of its corporation as from January 31.

He is succeeded by Richard D. Wood, former president of Eli Lilly international corporation.

Mr Eugene N. Beesley will continue as chairman of the board and chief executive officer.

Mr Wood, 45, assumes the presidency of the worldwide manufacture of medicinal products, specialised agricultural chemicals, animal health products, cosmetics and plastics and paper packages.

Mr Beck has chosen early retirement after 32 years with the corporation.

Expansion at H. E. Daniel

Work has started on extensions to factories and offices of H. E. Daniel Ltd, Royal Tunbridge Wells.

The present factory was built in 1957 and there has been already considerable addition to production and laboratory

facilities. The extensions now planned, which complement the new laboratory block built in 1967, will more than double the production capacity of raw materials and compound perfumes and flavours.

The storage, filling, packing and despatch departments are being redesigned to enable them to handle efficiently the greatly increased flow of orders.

It is expected that the work will be completed by April 1973.

Business briefly

The pharmacy of J. Charles, 38 Queen Street, Burslem, Stoke-on-Trent, is being taken over by E. J. Payne (Chemist) Ltd, from February 1.

Sutures Ltd, who recently took over the manufacture and marketing of Weddel surgical sutures and ligatures, hope to move into their new factory at Dyffryn Industrial Estate, Pool Road, Newtown, Mont at the end of January.

The Vintage Pharmacy Ltd (directors N. A. Herdman, F.P.S., E. M. Herdman, N. J. Herdman B.Sc and K. A. M. Herdman M.A) has purchased the pharmacy and wines, spirits and ales off-licence (formerly owned by Mr D. D. Horsburgh M.P.S) at 17 Bond Street, Hingham, Norfolk. The company is trading as Nicholas Herdman. The property, formerly a malthouse and granary, has housed a pharmacy since 1840. Mr and Mrs N. A. Herdman will live on the premises.

Appointments

DDD Co Ltd: Mr F. R. Sterling has been appointed sales manager. He was previously field sales manager.

Barclay Securities Ltd have appointed Mr J. J. Arnold a director.

Shirley Aldred & Co Ltd: Mr R. V. Venters has joined the board. He is sales director of Wimborne Chemicals Ltd, a wholly-owned subsidiary of the Shirley Aldred group.

Dr Elsa L. Gonzalez Ph D has joined Concept Pharmaceuticals Ltd, Rickmansworth, as consultant in applied biochemical research. Dr Gonzalez, who is Argentinian, held a number of research fellowships and teaching appointments in the USA and Britain.

Wigglesworth Ltd: Mr R. G. A. New has been appointed sales director. He was previously sales manager, Racasan Ltd. The company says the appointment heralds extensive rationalisation of the company's product ranges, and development of major new lines.

Imperial Chemical Industries Ltd: Mr J. D. Rose, research and development director since 1966, is to retire on March 31 after more than 36 years' service. Dr A. Spinks, an ICI director since 1970, and a former deputy chairman of the pharmaceuticals division, will succeed him.

Arthur H. Cox & Co Ltd: Mr Nicholas Cox, MInstM, currently the company's marketing director, has been appointed deputy chairman following the retirement of Mr H. Roy Cox. Mr Nicholas Cox will continue to control and formulate the marketing policies of the company, combined with his duties as deputy chairman.



PEOPLE

Mr David R. Foster, president and chief executive of the Colgate-Palmolive group, arrived in London recently to celebrate the 50th anniversary of Colgate-Palmolive Ltd the British subsidiary of the American group.

Mr Foster spent the majority of his childhood and early working life in the UK, joining Colgate-Palmolive Ltd in the United Kingdom after war service. He was appointed chairman and managing director in 1957, continuing until 1961 when he was appointed vice-president in charge of the company's European division.



Mr David Foster

Mr Ewart Kennerley, a pharmacist in business at Saltney, near Chester until his retirement 18 months ago, has completed 50 years as a registered pharmacist.

Son of a Chester builder, Mr Kennerley was apprenticed to the late Mr J. P. Craine, of Upper Northgate Street, Chester, in 1915, qualified in 1922 and opened up his business in Saltney, which he ran for 48 years.

Deaths

Chamberlain: On January 21, Mr Laurence John Chamberlain, MPS, Yew Lodge, Westbourne. *Mr J. C. Bloomfield* writes: My friendship with Laurence Chamberlain extended over a period of 35 years. He epitomised all that was best in professional pharmacy. He was modest and unassuming in manner, and during his career occupied practically all offices in local pharmaceutical

organisations. Until his recent illness he was secretary of the local pharmaceutical committee and a member of the Portsmouth Executive Council, both of which he filled with distinction. His knowledge of pharmaceutical antiques was extensive, and he possessed a unique collection of English delft built up over many years. For some years he was a member of the Society's History of Pharmacy Committee. He was dogged with ill health over the past year which he carried with great courage and quiet philosophy. To have known him was a privilege, and by his passing pharmacy has lost a loyal supporter, and many of us a true and trusted friend. On behalf of all the pharmacists of Portsmouth, and his wider circle of pharmaceutical friends, I extend to his wife Katharine our sincere and heartfelt sympathies in her great loss.

McFarland: On January 14, Mr Harry McFarland MPSNI, Barnston, North Road, Carrickfergus, co Antrim. Mr McFarland qualified in 1931 and soon afterwards took a position in England. He returned to Northern Ireland in 1946 and purchased a pharmacy at 22 West Street, Carrickfergus, where he was in business until the time of his death. He leaves a widow, son and three daughters.

Oakes: On January 18 Mr C. Gordon Oakes, 28 Offington Drive, Worthing, aged 81. Gordon Oakes was one of the joint managing directors of The Wellcome Foundation Ltd (Burroughs Wellcome & Co) when he retired in October 1955 after 35 years with the company. He qualified as a chemist and druggist in 1915 following an apprenticeship in Bradford. After war service he joined Burroughs Wellcome & Co as a medical representative. Promotion came quickly, he took charge of the company's Shanghai House and later that in Australia. After a survey tour of the United States and Canada Gordon Oakes returned to London and became director of distribution. In 1944 he again went overseas to become managing director of the Australian associate company. Four years later he was recalled to London as managing director of The Wellcome Foundation Ltd. Gordon Oakes was featured in the *C&D* "Figures in the Pharmaceutical World" series (*C&D* November 5, 1955, p 525).

Topical reflections by Xrayser

Shrinkage

Euphemism, my dictionary discloses, is a mild or pleasant expression used in place of one that is offensive. Surely the perfect example is that which applies the word "shrinkage" to goods which have been taken from shops or stores without their having been paid for. In short as Mr Micawber would have said, have been stolen.

The report on p 99 on the tightening-up of shop security at first sight appears to be a severe condemnation of the standards of morality of the present day, the value of goods lost in such manner being estimated at between £150m and £300m annually in Great Britain. That represents a staggering account of profit and loss, depending upon whether you happen to be the gainer or the loser in the incomplete business transaction. But commendable as the efforts may be to reduce the vast amount of theft taking place—closed circuit television, electronic equipment, dummy cameras, large convex mirrors—it is apparent that the modern lay-out affords a direct invitation to those so inclined to help themselves.

It has been argued that the additional sales accruing from open shelving and open access more than compensate for any losses, but that would require to be proved. One of the problems, in my own experience in such establishments, is to find an assistant who will legitimise the transaction by taking the money for, say, a book which I have carried round the premises hopefully for quite some minutes. It seems to me that to display goods in such a way as to invite theft, and then go through the most elaborate scientific steps to detect it, is a peculiar way of conducting business. But I grew up under totally different circumstances when a customer was a friend and not a suspect.

Coupons

I shall never forget the shouts of relief and gratitude when we were officially told we were set free of coupons—coupons which had dogged our lives for years of war and ultimate peace. But the joy was short-lived, and we are beset at every turn by the proliferation of "offers" and coupons detailed in the article on p 106. I have not, I am afraid, examined the small print on all of the coupons, being thoroughly irritated by the massive pretence of the whole system.

It seems, from examples quoted, that a lack of diligence in scrutinising the pieces of paper produced at the counter may have resulted in my undertaking the role of public benefactor and creating quite the wrong impression. If I am financing the offer, I want the public to know.

I have just examined a tube of toothpaste which offers a free suede choker. A glance at very small print confirmed that details were inside. I looked for a leaflet and there was none. I looked at the small print again, to discover that I had overlooked "cut here", and on opening up the whole carton I found the details printed inside, together with a closing date. Search revealed that the date was also on the outside, but scarcely printed so that one who ran could read.

How many articles on the shelves bear similar offers and conditions? It requires the skill of a diplomat to explain why one packet of paper tissues mentions 1½p off, while another of the same make refers to £10,000.

Make-believe

It is a world of make-believe, and I live in hope that a rising star in the political firmament at Westminster will challenge the whole sorry business. Or even a risen one.

NOW

meet

your open prescriptions

for

METHYLDOPA

with Dopamet*

DOPAMET, 250mg. yellow film-coated tablets, in containers of 250 and 1,000.

Ask your BERK Representative about our very competitive prices and parcel discount terms or write for further information.



BERK PHARMACEUTICALS LIMITED
GODALMING & SHALFORD, SURREY
Telephone Godalming 4191

NEW PRODUCTS AND PACKS

Cosmetics and toiletries

Aqua Manda spray and shampoo

Goya have introduced two new Aqua Manda products "following many requests from our customers". These are a perfumed antiperspirant deodorant in a 8oz spray can (£0.45) and herbal shampoo in bottles (£0.35) which contains 105cc and gives up to a dozen treatments. Until now this product has been available only in 7p sachets (Goya Ltd, Badminton Court, Amersham, Bucks).

Liquid shadow-and-brush in one

A "first" is claimed by Helena Rubinstein for their Minute Shadowmatic, (£1.35) a case with shadow-and-brush in one, and available refills (£0.80).

It has a creamy texture and, say the makers, can be applied in seconds, dries quickly, is waterproof and never cakes, smudges or creases. There are six shades in the range: Cornflower, Avocado, Violetta, Azure, Earthy (smoky brown-grey) and Sunshine (lemon highlighting tone). All can be blended (Helena Rubinstein Ltd, 31 Davies Street, London W1).

Frozoflor crystal fragrances

Demuth have introduced "a totally new concept in freshness and fragrance", the Frozoflor crystal fragrances (£0.38), which come in soluble non-staining sticks and can be used on clothes as well as skin.

Available in three fragrances, Petal Dew, Summer Roses, and Muguet-de-Mai, it is suggested that they can be applied to lingerie and handkerchiefs, as well as scenting bathwater (R. Demuth Ltd, Bear Lane, Farnham, Surrey).

Banish shampoo

To combat the dandruff problem, Max Factor have introduced Banish Shampoo, (£0.50), designed to complement their long-standing product, Banish Lotion.

The shampoo is a medicated liquid that lathers instantly, is non-drying, and is said to be suitable for all types and textures of hair, including tinted and bleached. It is packed in a white plastic

bottle, decorated in black, white and green and containing 110cc (Max Factor Ltd, 16 Old Bond Street, London W1X 4BP).

Sundries

Dreamland double blankets

Dreamland are reintroducing a double model in their four heat range of electric blankets (£11.25). At the same time their sister company, Monogram Electric Ltd, have announced an overblanket in pink and blue which can be used on the bed either side uppermost (Dreamland Group Ltd, Arkwright Road, Reading).

Hospital supplies

One piece disposable forceps

Plastic disposable forceps are the first new product to be introduced by the recently formed medical aids department of ICI Ltd's pharmaceutical division.

Made from a special grade of polypropylene, Propathene, the forceps incorporate a cantilever mechanism which enables them to be moulded in one piece.

The forceps are at present being offered unsterilised in bulk packs of 250 direct to hospitals (£0.02½-0.03 depending on quantity).

In addition to introducing its own product range, the medical aids department will be taking over responsibility from April 1 for the sale and distribution of products manufactured by Medioplast AB, an ICI Swedish subsidiary company specialising in the supply of disposable medical products. (ICI Ltd, Pharmaceutical Division, Alderley Park, Macclesfield, Cheshire.)

Photographic

Light and lightning

The Petri computer 35 camera has a programmed shutter that automatically sets a combination of stop and shutter speed to give the correct exposure.

The lens, a four element f2.8 with a focal length of 40mm, is coupled to a super-imposed double image rangefinder, the entire focusing range being covered by moving the focusing lever about an inch. The viewfinder has parallax correction marks for close distances.

The programmed electronic shutter has a range of speeds from 4 seconds to 1/250th, and operates via a CdS meter. The first pressure on the shutter release causes a light to appear at the top of the viewfinder frame, green if the camera can be hand held and orange if the speed is slow enough to call for the use of a tripod. If flash is to be used, the shutter is turned from the EE (fully automatic) setting and the correct stop for the distance is set by hand. The shutter speed then becomes 1/20th and the first pressure on the release causes a zig-zag "flash of lightning" to light up in the finder as a reminder.

The range of film speeds that can be set runs from 25 to 800 ASA. With 100 ASA film correct exposure will be given from EV1 to EV17.

The camera has an all-black finish; a



hinged back and a self-setting counter; a 120° single stroke lever; and both a "hot-shoe" centre contact and a standard synchronising socket.

It takes 52mm screw-in filters and a 54mm push-on hood. Measuring only 4.9 x 3 x 2.3in, it weighs about 1lb. An ever-ready case is available (£7.37) (Distributors Johnsons of Hendon Ltd, 335 Hendon Way, London NW4).

PREScription SPECIALITIES

TRIDESILON cream

Manufacturer Dome Laboratories, division of Miles Laboratories Ltd, Stoke Court, Stoke Poges, Slough, Bucks

Description Aqueous cream containing desfluorotriamcinolone acetonide 0.5 per cent, buffered to the pH range of normal skin

Indications Dermatoses known to respond to topical steroid therapy

Contraindications Tubercular and viral infections of the skin including herpes simplex

Method of use A thin film to be lightly massaged into the affected area two or three times daily, may be more frequent in refractory cases

Precautions Should be discontinued if sensitisation occurs. In infants long term continuous therapy should be avoided. Adrenal suppression can occur even without occlusion

Packs Tubes of 15g (£0.50 trade) and 30g (£0.90)

Supply restrictions TSA

Issued February 1, 1972

PROMOTIONS

Television launch for Cool

Beecham Products are giving heavy television advertising support to their recently launched anti-perspirant deodorant, Cool, reaching at least 90 per cent of the target market. At the same time, there is a cut price offer to the consumer of 5p and 7p on the 4oz (£0.34) and 6oz (£0.43) aerosol cans respectively.

This product, designed to cater for both male and female, also comes in a square-sectioned roll-on (£0.30) with refill (£0.25). It has a light perfume, said to be acceptable to all users, and contains "an unbeatable combination" of aluminium chlorhydrate and the antibacterial Irgasan (Beecham Products (UK), Beecham House, Great West Road, Brentford, Middlesex).

National TV campaign for Reban

Following a sales increase resulting from a television campaign in the Lancashire area, L'Oréal's Reban treatment shampoo is to appear nationally from February 1. This will be backed by full-page colour advertisements in all leading teenage magazines, beginning in March (Golden Ltd, Berkeley Square House, Berkeley Square, London W1).

'Woman's Own' beauty campaign

Six issues of *Woman's Own*, from February 5 to March 11, will be the subject of a campaign under the banner "Liberate the Beautiful You", supported by Press and television advertising.

Each week will feature one specific aspect of beauty—eyes, grooming, hair, hands, slimming and skin, and will include a special supplement or booklet relevant to the theme. Some issues will carry sponsored free gifts.

Macleans toothpaste 'snowballs'

A consumer "snowball" competition, carrying £20,000-worth of cash prizes, will be launched for Macleans toothpaste at the end of February. All the specially-designed cartons, for both Freshmint and White Fluoride, will incorporate an entry form in which contestants will be asked to answer five simple questions and describe Macleans toothpaste in four words using the initial letters, S-N-O-W.

There will also be a competition for the trade, numbering among the prizes two

new white Morris Marinas, with entry forms being in the form of inserts in trade publications, totalling 200,000.

Along with merchandising material being made available to retailers, 12½ million 2p coupons, redeemable against purchases of either type of toothpaste, will be distributed door-to-door throughout the country. A heavy advertising campaign will be mounted on television and in the Press (Beecham Products (UK), Beecham House, Great West Road, Brentford, Middlesex).

Publicity for Delfen

Following the launch of Delfen contraceptive foam, Ortho Pharmaceutical now intend to strengthen their position with a heavy publicity campaign throughout this year.

In support of advertisements appearing in the *News of the World* and women's magazines, reaching an estimated 250 million readers, "an Ortho representative will be distributing point of sale material which used effectively could win a two-week holiday in Greece". In addition, there will be ten cash prizes of £10 each for the chemists displaying the Delfen window sticker (Ortho Pharmaceutical Ltd, Saunderton, High Wycombe, Bucks).



Free poster from Miles Laboratories

To boost sales of Alka-Seltzer, Miles Laboratories are offering the customer a free-colour kitchen poster showing the national dishes of England, Scotland, Ireland and Wales. The poster is supplied in exchange for leaflets, to be picked up at point of sale, plus 5p postage. Retailers writing in for the display material will receive a free set of posters (Miles Laboratories Ltd, Stoke Court, Stoke Poges, Bucks).

Album pages with colour orders

Photo Laboratories (London) Ltd, have introduced an offer for retailers to pass on to their customers—a free A4-sized album page divided into four or six pockets depending on size of print, returned with all colour films processed by the company.

Photo Laboratories have also made available photo albums at reduced prices to take the pages (Photo Laboratories (London) Ltd, Tramway Path, London Road, Mitcham, Surrey).

Bronnley at Easter

Believing that their lemon soaps have a special appeal around Easter, Bronnley are repeating this year their special "lemon parcel" offer, complete with tree to enhance window and counter displays.

The parcel consists of: one tree, one piece of green display material, three boxes (36 tablets) toilet soap, two boxes (12 tablets) bath soap, six punnets (18 tablets) toilet soap, 12 packs (one toilet soap and one travel size hand lotion), 12 packs (one toilet soap and one travel size bubble bath), six sponge soaps and three soap on a rope (H. Bronnley & Co Ltd, 10 Conduit Street, London W1).

Seasonal theme for Seven Seas

For a five week period, the Seven Seas range of products will be advertised in *News of the World* and *Sunday Mirror*.

In line with the two seasonal themes to be highlighted, winter colds and aches and pains, cod liver oil and capsules and orange syrup will be featured (British Cod Liver Oils (Hull and Grimsby) Ltd, Marfleet, Hull, Yorks).

Consumer Offers

Ayds Trimwheel reduced from £2.87 to £2.12, while the retailer's normal cash margin is fully maintained. Special packs of Ayds give the purchaser an extra 25 per cent free. Applies to all flavours (Ayds Division, Cuticura Laboratories Ltd, Clivemont Road, Cordwallis Trading Estate, Maidenhead, Berks).

With five Heinz toddler foods labels, a floral elephant nursery clock can be bought for £2.28. Available until April 29. To promote the three new varieties advertisements will appear from March in *Woman*, *Woman's Own*, *Woman's Realm* and *Woman's Weekly* (H. J. Heinz Co Ltd, Hayes Park, Hayes, Middlesex).

Max Factor are distributing 200g Lazy Shave at the same recommended selling price (£0.45) as the normal 150g can, for as long as stocks last (Max Factor Ltd, 16 Old Bond Street, London W1X 4BP).

ON TV NEXT WEEK

Ln = London; M = Midland; Lc = Lancashire; Y = Yorkshire; Sc = Scotland; WW = Wales and West; So = South; NE = North-east; A = Anglia; U = Ulster; We = Westward; B = Border; G = Grampian; E = Eireann; Cl = Channel Islands.

Anadin: All except G, E

Askit powders: All except Sc, G

Beecham powders + hot lemon: All except E

Buttercup syrup: All except Lc, Y, NE

Cabdrivers cough linctus: All except Y

Famel adult cough syrup: All areas

Farleys rusks: Ln, M, Lc, Y, WW, So, A, We

Man-size Scotties: All except E

Menthacol: All except U, E

Phensic: All except E, Cl

Protein 21 shampoo: All areas

Radox salts and liquid Radox: All except U, E

Reban treatment shampoo: All except E

Tegrin medicated shampoo: All except E

Venos cough mixture: All except E



HERE'S RAPID RELIEF

for all those sore throats
that come into your shop

DeWitt's

ANTISEPTIC
ANTIBIOTIC
ANÆSTHETIC

Throat Lozenges

Tubes of 15 lozenges!

FOR THROAT AND MOUTH IRRITATIONS,
SMOKER'S THROAT, TONSILITIS, PHARYNGITIS,
LARYNGITIS AND ULCERATED GUMS.

NEW IMPROVED
COUNTER DISPLAY PACK
CONTAINING 1 DOZEN
TUBES OF 15 LOZENGES

Retail Bonus Terms

Order 6 dozen, get another 3 dozen FREE
(9 dozen total)

Order 12 dozen, get another 7 dozen FREE
(19 dozen total)

Order 24 dozen, get 15 dozen FREE
(39 dozen)

PLUS PARCEL TERMS

(Minimum order, £10 mixed goods)

Each tablet contains Benzocaine BP 8mg

Cetyl pyridinium chloride BP 2mg

Tyrothricin 1.25 mg

Manufactured in England by
E. C. DeWitt & Co. Ltd., London E.10



TRADE NEWS

Maybelline add trios

Maybelline have introduced three new trios to their range of eye shadows, specially co-ordinated for the 1972 fashions and known as Wildflower (£0.36).

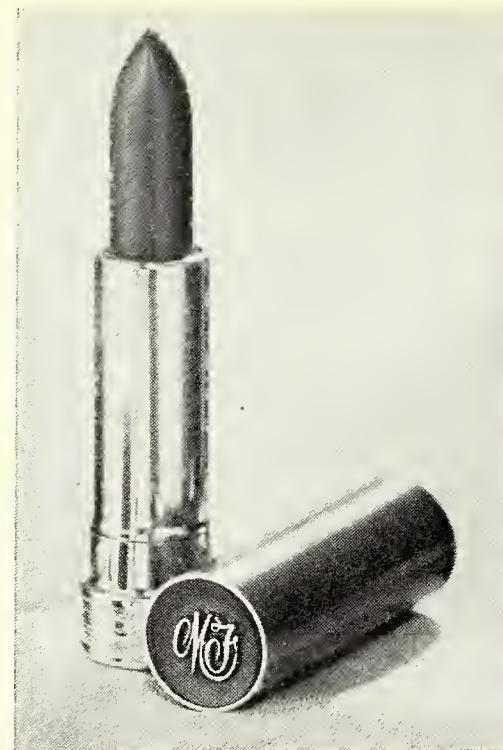
There are seven colours within the series completely new to the company's range, while the pearlised highlighter of previous Trios has been replaced by a third colour in the latest selection. The combinations are Trio 6: Hot Earth, Cornfield, Wood Bluebell; Trio 7: Wild Lavender, Wood Bluebell, Cherry Blossom; Trio 8: Grasshopper, Dark Clover, Cornfield. Manufacturers are Plough (UK) Ltd, Penarth Street, London SE15.

New look Max Factor lipsticks

Max Factor are putting their lipsticks in a new case, combining dark blue with a golden sculptured base and company monogram on the lid (£0.39). They say the days when a woman wore the same shade of lipstick for months—even years—have gone and therefore there is a need for a wide choice of colours.

The current range from Max Factor Ltd, 16 Old Bond Street, London W1X 4BP, is: Apricot Frost, Bewitching Coral, Capistrano Pink, Censored, Champagne, Coffee Caramel, Crushed Coral, Firebrand, Petal Satin, Pink Brandy, Sunset Pink, Sunset Rose, Teasing Pink, Tint of Pink, Pink Storm—Iridescent, Orange Flash—Iridescent, Transparent Burgundy, Cinnamon Frost, Peach Meringue and Strawberry Meringue.

There are also four newcomers to the A "square" bottle has been adopted for Andre Philippe's pine essence, a recent introduction



range of California nail tints, Brightest Red in the Creme series and Toasted Plumpink (dark, smoky frosted pink), Toasted Toffee (dark frosted orange) along with Melon Frost (bright pinky orange) in the Frost selection.

In addition there are four new colours of Shadow Play eye shadows, Smokey Jade (dusky olive), True Turquoise, Soft Lavender Frost and Gunmetal Frost as well as a new Shadow Creme shade, French mauve.

Dublin distributor for Brocades

Brocades (GB) Ltd, Trend House, Pyrford Road, West Byfleet, Surrey, say that as from January 1, the distribution of Brocadopa, Cyclospasmol, Disipal and Elamol in the Republic of Ireland will be handled by Riker Laboratories (3M) Ltd, Davitt Road, Dublin 12, Ireland.

Discontinued Riker packs

The following Riker packs are being discontinued when present stocks are exhausted. Ferroids 1,000 tablets, Intralgin liquid 1,000 ml, Pentoxylon 500 tablets, Theodrox 25 tablets, Ventromil 500 tablets and Ventromil liquid 1,000 ml. The products will continue to be available in the smaller pack sizes quoted in their price list. However, Theodrox and phenobarbital, 100 tablets will no longer be available when present stocks are exhausted.

Vickers' postal code

In the Sunglasses Supplement to this issue, the postal code for J. J. Vickers & Son Ltd is given incorrectly in the advertisement on p18. The correct address is 80 Royal Hill, London SE10 8SD.

Olbas products change

G. R. Lane Health Products Ltd, Horton Road, Gloucester GL1 3QB, are now manufacturing and distributing under licence from the Po-Ho-Co SA, of Basle, Switzerland, Olbas oil and Olbas inhalent. Olbas oil (£0.68) is being repacked in a new carton. A new introductory trial size (£0.30) is also being introduced. G. R.

Lane say that Olbas oil will be advertised in health magazines and elsewhere for the relief of catarrh, bronchial congestion, colds, influenza and sore throats. The advertising campaign will be supported by point of sale material including a new showcard and descriptive leaflets that are available on request.

Leichner: from stage to daytime

L. Leichner (London) Ltd, 436 Essex Road, London N1, are now promoting their Professional make-up for daytime use as well as its prime application in the theatre. Seven products have been selected for both purposes.

Three of the 19 colours of Form C Standard greasepaint Sticks (£0.29) are suggested—brick red No 9 for edging under eyebrows, pale ivory No 5 for disguising shadows beneath eyes and No 6 for blotting out tiny veins on cheeks and near the nose.

Form G Liner (£0.19), long slender sticks in 21 colours may be used for highlighting or lining eyes (No 22 White), as an alternative to rouge (Carmine No 2), liplining (Carmine No 3) or eye shadow (any colour). But as they are greasepaint, they need a topcoat of face powder to keep them "set".

Eau de Lys body make-up (£0.58) is a liquid powder in 19 shades that does not smudge, smear or rub off on clothes. Negro Black (£0.39) in black and brown is a solid cake make-up which can be



CHEMIST & DRUGGIST

Price service

**MULATIVE AMENDMENT
FEBRUARY
ARTERLY PRICE LIST**

de prices are given per unit unless
erwise stated. **Bold** upright figures
14) in the retail column indicate the
re is subject to resale price
ntenance. *Italic* figures (*0-14*) is
nufacturer's recommended price.
Upright figures (**0-14**) is a
gested guide.

Price advanced. r = Price reduced.

New entry, d = Delete.

Correction. $i = \text{Insert.}$

	Trade £.p	Tax £.p	Retail £.p
OMYCIN (746 Lederle)			
ules 250 mg	20	0.45
OMYCIN V (746 Lederle)			
ules 250 mg	20	0.56
OSOL (17 Agiprolin)			
ets	100	0.33	
	250	0.75	
			<i>a</i>
ICK (671 Jeyes)			
sols, alpine, lilac			
, springtime			
283 g	1.89	dz
les wick	2.38	dz
refill	1.98	dz
1	2.54	dz
ISON (40 Allinson)			
d yeast	4 oz		4.34 ..
			(3 dz)
IVRAL (1460 Dome)			
ntenance therapy			
0,000 units vial			
	10 ml		7.50
IVRAL-MITTE (1460 Dome)			
ified			14.00
HOS (1530 Fisons)			
150 ml			1.33dz
170 ml		
LHAR (262 CIBA)			
ets 500 mg	20		0.735
MANDA (532 Goya)			
r shave			0.232 .. 0.105
-perspirant			spray 0.232 .. 0.105
rance			28 cc 0.206 .. 0.095
			104 cc 0.361 .. 0.16
			210 cc 0.567 .. 0.255
y			.. 0.283 .. 0.125
len body rub			.. 0.283 .. 0.125
d lotion			.. 0.196 .. 0.09
bal bath oil			bottle 0.283 .. 0.125
mpoo			bottle 0.195 .. 0.055
n bath			bottle 0.251 .. 0.115
neal beauty soap			.. 0.086 .. 0.025
um			.. 0.175 .. 0.075
AL (333 Cupal)			
fresheners			
eneral purpose blocks			
junior		
ubble-pack blocks			
apple blossom,			
carnation,			
freesia,			
wild honeysuckle,			
lavatory bowl		
mimosa		
rose		
			<i>0.10½</i>
			<i>0.10½</i>
			<i>0.10½a</i>



Milk and Sulphur Skin Soap

NEW PACK

9 p RETAIL

**NOW BEING NATIONALLY
ADVERTISED**

	Trade £.p.	Tax £.p.	Retail £.p.	0.12½a		Trade £.p.	Tax £.p.	Retail £.p.
car freshener aerosols				
Touch of Spring freesia	0.23 a			
Grace 'n' Charm	0.28 •			
honeysuckle,								
mimosa	0.23 a			
Nice 'n' Fresh	0.32			
AUREOMYCIN (746 Lederle)								
capsules 250 mg	20	0.68	1.02 TS•			
BANISH (813 MF)								
lotion		0.196	0.056	..	0.35 c			
shampoo		0.28	0.08	..	0.50 •			
BAROSIL (1335 Wigglesworth)								
cream	50 g	1.50dz	0.45dz	..	0.22½i			
BENORAL (1599 Winthrop)								
caplets 0.5 g	100	d		
suspension 20% 300 ml						d		
BENZOCOCAINE PHASAR (972 Pharmax)					•			
lozenges	15	0.20						
	200	2.48						
BRISTOW'S (105 BTD)								
shampoo and conditioner								
sachet	0.37dz	0.115dz	0.05 •			
80 cc bottle	1.56dz	0.47dz	0.21			
BROMURAL (86 Barclay)								
tablets	20	0.26	0.34 a			
BRONCHILATOR (1599 Winthrop)								
measured-dose nebuliser								
	12.5	0.78	1.17 +s4Bc			
BRONNLEY (194 Bronnley)								
Happy Hands	6408	0.33 c			
soap								
county herbs								
visitors (6)	0141	0.66			
export de luxe	0112	0.25			
hearts visitors	0700	0.11			
CARBO-CORT (1460 Dome)								
cream	50 g	0.33	0.10	..	0.59 TSa			
CARBO-DOME (1460 Dome)								
cream	30 g	0.17	0.05	..	0.30 a			
CARE (532 Goya)								
hand cream		0.113	0.05	..	0.22 a			
CONQUERORS (312 AC)								
tablets	18	0.17	0.051	..	0.37½i			
COOPERS (295 CM&R)								
N.C.A. worm drench								
6 x 10 oz	6.30	8.40 +s1i			
COR-TAR-QUIN (1460 Dome)								
cream	15 g	0.33	0.10	..	0.59 TSa			
CORTISPORIN (208 BW)								
lotion	10 ml	d		
DISPASIC (503 G) entire entry						d		
DISPRIN (1037 Reckitt)								
tablets	18	1.10dz	0.304dz	..	0.15 i			
	50	1.82dz	0.497dz	..	0.25			
DISTAQUAINE-V (378 Dista)								
tablets 250 mg	500	d		
DISTIVIT (378 Dista)								
tablets 20 mcgm	100	d		
100 mcgm	500	d		
DOME-ACNE (1460 Dome)								
cream	30 g	0.20	0.06	..	0.36 a			
lotion	50 ml	0.25	0.07	..	0.45			
medicated cleanser								
	100 g	0.48	0.14	..	0.86			
DOME-CORT (1460 Dome)								
cream	100 g	0.65	0.98 TSa			
DRUMMER (1368 Chiswick)								
air fresheners								
minor		0.39dz	0.04½a			
plastic holder		0.59dz	0.021dz	..	0.07½			
senior		0.615dz	0.07½			
lavatory sanitiser		0.735dz	0.09			
pine disinfectant								
small	0.455dz	0.05 r			
med	0.715dz	0.08			
large	1.02dz	0.11			
gal	6.90dz	0.70			
DURST (673 J of H)								
timer								6.30 •
DYCON (816 Mayborn)								
colour and stain remover								
0.88dz	0.12½a			
1.80dz	0.25			
DYLON (816 Mayborn)								
dyes multi-purpose								
carpet								
3.20dz	0.12½a			
cold water								
0.88dz	0.12½			
liquid								
2.60dz	0.37½			
wash'n dye								
2.80dz	0.40			
EUVALEROL B (34 A&H)								
11								d
EYEDEW (690 Keldon)								
2.10dz	0.34 a			
FIESTA (981 Picot)								
spin-flo								
10 cc								
perfume								
miniature								
3.00dz	0.35 a			
½ oz								
5.24dz	0.49			
½ oz								
9.24dz	0.85			
½ oz								
16.56dz	1.50			
1 oz								
30.72dz	2.70			
13.825dz	5.00			
FLORET (1037 Reckitt)								
standard size								
1.72dz	0.20 r			
FROZOFLO (365 Demuth)								
(distributors 1377 R&A)								
crystal fragrances								
2.340dz	0.38 •			
GOLDEN BABE (761 Lilia-White)								
Bouncer baby pants								
cotton wool								
standard								
economy								
disposable napkin								
10								
1.31dz	0.14			
20								
2.56dz	0.27			
48								
6.06dz	0.48			
1.92dz				
GODDARDS (522 Goddard)								
long term silver polish								
2 oz								
2.925	0.16 i			
(2 dz)								
4 oz								
2.475dz	0.27½			
8 oz								
4.39dz	0.49			
plate powder								
silver foam								
0.15 size								
..								
GOYA (532 Goya)								
Cologne stick								
0.170	0.33 a			
fragrance spray								
0.268	0.52			
hand lotion								
0.170	0.33			
perfume								
phial								
0.170	0.33			
perfume Cologne								
0.170	0.33			
talcum								
0.154	0.30			
Cedar Wood								
anti-perspirant spray								
0.232	0.45			
after shave lotion								
95 cc								
0.206	0.40			
95 cc								
0.232	0.45			
deodorant stick								
0.180	0.35			
foam shave								
0.251	0.45			
hair cream								
142 g								
0.165	0.32			
hair spray								
0.232	0.45			
pre-electric shave								
95 cc								
0.206	0.40			
shave cream								
brushless								
105 g								
0.139	0.25			
lather								
0.139	0.25			
shaving bowl								
0.306	0.55			
refill								
0.178	0.32			
talcum								
0.154	0.30			
0.232	0.45			
HEINZ (593 Heinz)								
toddler foods								
vegetable broth with								
steak and kidney								
lime creamed dessert								
with peaches								
lemon creamed dessert								
with pears can 7½ oz								
1.163	0.06			
(2 dz)								
HELENA RUBINSTEIN (596 HR)								
shadowmatic								
..			1.35 •
refill								
..			0.80

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	Trade £.p	Tax £.p	Retail £.p		Trade £.p	Tax £.p	Retail £.p		Trade £.p	Tax £.p	Retail £.p
HEXAPHEN (295 CM & R)											
1 gal	4.32	..	5.76 <i>i</i>								
IBCOL (671 Jeyes) disinfectant	340 ml	1.11dz	..	0.11 <i>r</i>							
	570 ml	1.60dz	..	0.16							
	210 ml			<i>d</i>							
extra	1 gal	0.84	..	1.01 <i>a</i>							
	5 gal	3.54	..	4.20 <i>c</i>							
INDORM (1352 Wyeth) capsules	100			<i>d</i>							
JEYES (671 Jeyes) air freshener blocks (Whiz)				<i>d</i>							
fluid	284 ml	1.08dz	..	0.10½ <i>a</i>							
	570 ml	1.70dz	..	0.18							
	1.14 l	3.04dz	..	0.32							
	1 gal	0.81	..	1.06							
	5 gal	3.44	..	4.05							
toilet flats											
babysoft	single	2.12	..	0.06 <i>a</i>							
	double	2.02	..	0.11							
manilla	single	3.14	..	0.08							
	double	2.90	..	0.15							
toilet fittings											
plastic	white	2.84dz	0.32dz	0.39							
porcelain	white	0.79	0.09	1.29							
	coloured			<i>d</i>							
JEYPINE (671 Jeyes) disinfectant											
	340 ml	1.11dz	..	0.11 <i>r</i>							
	570 ml	1.60dz	..	0.16							
	1 gal	0.84	..	1.01 <i>a</i>							
	5 gal	3.54	..	4.20 <i>c</i>							
	200 ml			<i>d</i>							
KETTS (1602 Ketts) tablets		2.00dz	0.73dz	0.30 ●							
LABOPRIN (718 LAB) tablets	24	0.30	0.09	0.54 <i>c</i>							
LANALEM (903 NPU) hair spray		2.14dz	0.965dz	0.35 <i>a</i>							
hand lotion		0.75dz	0.34dz	0.15 <i>c</i>							
LEDERMYCIN (746 LEDERLE) capsules	150 mg	20	0.73	..	1.09½ <i>TS</i> ●						
	300 mg	20	1.43	..	2.14½ <i>TS</i>						
tablets	150 mg	20	0.73	..	1.09½ <i>TS</i>						
	300 mg	20	1.43	..	2.14½ <i>TS</i>						
LE TRAIN BLEU (981 Picot) spin-flo		10 cc	2.14dz	0.965dz	0.35 <i>i</i>						
perfume	miniature		3.00dz	1.35dz	0.49						
	½ oz	5.24dz	2.36dz	0.85							
	¼ oz	9.24dz	4.16dz	1.50							
	½ oz	16.56dz	7.45dz	2.70							
	1 oz	30.72dz	13.825dz	5.00							
LILIA (761 Lilia-White) sanitary belts											
adjustable		1.05dz	0.12dz	0.13 <i>c</i>							
towels standard	6	0.79dz	..	0.08							
	12	1.50dz	..	0.15							
LILIES OF THE VALLEY IN BLOOM (981 Picot) eau de toilette											
spin-flo		2.14dz	0.965dz	0.35 <i>a</i>							
perfume	miniature		3.00dz	1.35dz	0.49						
	½ oz	5.24dz	2.36dz	0.85							
	¼ oz	9.24dz	4.16dz	1.50							
	1 oz	30.72dz	13.825dz	5.00							
LIL-LETS (761 Lilia-White) regular	10	1.26dz	..	0.13 <i>c</i>							
	20	2.29dz	..	0.24							
super	10	1.32dz	..	0.14							
	20	2.49dz	..	0.26							
super plus	10	1.44dz	..	0.15							
	20	2.67dz	..	0.28							
LOTUS (903 NPU) hair spray	142 g	1.08dz	0.485dz	0.17 <i>c</i>							
hand cream	255 cc	1.17dz	0.53dz	0.19 <i>i</i>							
nail polish remover		1.17dz	0.525dz	0.19½ <i>a</i>							
splash Cologne	258 cc	1.315dz	0.59dz	0.21½ <i>i</i>							
MEDRICOL (1505 MDCL) cough treatment											
adult	100 ml	2.04dz	0.61dz	0.30							
	200 ml	3.06dz	0.92dz	0.45							
junior	100 ml	1.68dz	0.50dz	0.25							
pastilles		1.38dz	0.41dz	0.20							
MAX FACTOR (813 MF) California nail creme		0.166	0.071	0.32 <i>i</i>							
for men pre-electric shave		0.285	0.122	0.55							
nail frosts				<i>d</i>							
MAZDA (903 NPU) magicube		0.205		0.29 <i>i</i>							
MINOLTA (667 JCL) camera 35 mm Hi-Matic 5											
NEUTRAPHYLLINE (311 C) ampoules 3 ml											
OLIVE (1315 HW) nail pliers	6	0.35	44.95 ●						
ORASTREP (378 Dista) tablets	500										
ovaltine (1303 Wander) baby rusks	8 oz	0.97dz									
chuckles	8 oz	0.97dz									
instant non-fat-milk	7 oz	1.76dz									
teething rusks	12 oz	2.69dz									
small	large	0.625dz	1.18dz								
OXATETS (311 C) tablets packs of 100 and 1000											
PAGAN (981 Picot) eau de toilette	42 cc	4.92dz	2.215dz	0.80 <i>i</i>							
	84 cc	8.64dz	3.89dz	1.40 <i>a</i>							
spin-flo	10 cc	2.14dz	0.965dz	0.35							
spray mist	28 g	5.24dz	2.36dz	0.85							
perfume	miniature	3.00dz	1.35dz	0.49							
	½ oz	5.24dz	2.36dz	0.85							
	¼ oz	16.56dz	7.45dz	2.70							
	1 oz	30.72dz	13.825dz	5.00							
PARAZONE (671 Jeyes) 750 ml	0.79dz	0.08 <i>r</i>							
	1 l	0.94dz	..	0.10							
	1 gal	0.335	..	0.39 <i>c</i>							
POLY (721 LC) cream rinse		0.38dz	0.17dz	0.06 <i>i</i>							
hair dye reducer		2.86dz	1.285dz	0.45							
pre-colour		2.67dz	1.20dz	0.42 <i>c</i>							
POLYBLONDE (721 LC)		2.415dz	1.085dz	0.38 <i>a</i>							
POLYCARE (721 LC) instant		0.95dz	0.43dz	0.15 <i>a</i>							
POLYCOLOUR (721 LC)				<i>d</i>							
POLYCOLOR (721 LC)				<i>i</i>							
POLYCOLOUR LIGHTER (721 LC)		2.35dz	1.06dz	0.37 <i>a</i>							
POLYFAIR (721 LC)		2.415dz	1.085dz	0.38 <i>a</i>							
POLYHERB (721 LC) shampoo		0.375dz	0.115dz	0.05½ <i>c</i>							
	sachet	1.785dz	0.535dz	0.25½							
POLY LADY (721 LC) colourant		4.25dz	1.915dz	0.67 <i>‡a</i>							
permanent wave		3.305dz	1.485dz	0.52							
setting lotion		1.21dz	0.545dz	0.19							
POLYLOCK (721 LC)				<i>d</i>							
POLYSET (721 LC) vials		0.665dz	0.30dz	0.10½ <i>c</i>							
POLYTINT (721 LC)		2.86dz	1.285dz	0.45 <i>a</i>							
PYETS (1568 Trentham) PYRETS (1568 Trentham)				<i>d</i>							
REGULA (980 Photopia) cameras				<i>i</i>							
Picca	C 35										
SANELLA (903 NPU) sanitary towels	No.0		5.76	..	0.15 <i>a</i>						
		(4 dz)									
No.1		6.15	..	0.16							
		(4 dz)									
No.2		6.94	..	0.18							
		(4 dz)									
soluble		5.60	..	0.14½							
		(4 dz)									
san-belts side-fastening				<i>d</i>							
SANILAV (671 Jeyes)											
		425 g	1.00dz	..	0.10 <i>a</i>						
		738 g	1.66dz	..	0.16						
SCRUBBS (671 Jeyes) ammonia	540 ml	1.30dz	0.13 <i>‡r</i>						
SECTO (333 Cupal) aerosols											
biting insect repellent											
green fly and aphid spray											
mothproofer											
superfast fly killer											
super size											
giant size											
Vap fly killer											
insecticide powder											
plastic puffer											
ant killer											
liquid ant and wasp killer											
Sectovap	300 cc	0.26			0.17		
	16 oz	0.23			0.23		
	32 oz	0.37			0.37		
	128 oz	1.15			1.15		
SECTO-KIL (333 Cupal) house and garden											
powder	7 oz	0.20			0.20		
SENOKOT (1037 Reckitt) granules	50 g	0.16			0.16		
SOMBRERO (532 Goya) cream tube	50 g	0.25			0.25		
STERADENT (1037 Reckitt) powder	small	0.12	0.06	0.06	0.25		
	medium	0.19	0.38dz	0.38dz	0.18%		
	economy	0.19	0.54dz	0.54dz	0.27		
tablets	17	0.13	0.97dz	0.97dz	0.13		
	26	0.13	1.39dz	1.39dz	0.18½		
SUEDE (981 Picot) spin-flo perfume	10 cc	0.24	2.14dz	2.14dz	0.24		
	miniature	0.36dz	3.62dz	3.62dz	0.35		
	½ oz	6.44dz	6.44dz	6.44dz	1.05		
	¼ oz	11.28dz	11.28dz	11.28dz	1.85		
	½ oz	19.68dz	19.68dz	19.68dz	3.20		
	1 oz	34.80dz	34.80dz	34.80dz	5.65		
SULEO (671 Jeyes) emulsion	80 ml	1.07dz	1.07				



smudged on with a dampened brush close to lashes.

Spot Lite Klear make-up in silver and gold (£0.87) a creamier version of the greasepaint sticks, can be used for "art-work" decorations, but should be set with Blending Powder (£0.49). As a night-time cleanser, Leichner offer their removing cream (£0.49).

Plastic bottle distributor

Stratton & Co (Plastics) Ltd, 9 Southfields, Welwyn Garden City, Herts have been appointed by Metal Box Co sole distributors of the ex-Holpak range of stock polythene and pvc bottles.

The range has been increased by the addition of some Metal Box standard containers, and covers pack sizes up to 30 fl ozs.

The Stratton distributorship will be directed at offering a first class service to the small quantity user and applies to single consignments from a carton to lots of 25,000.

Mr E. J. Hyden, until recently sales manager of Holpak Ltd, has now joined Stratton as sales director.

Larger size Fresh & Dry aerosol

Fresh & Dry with Natural Herbs antiperspirant and deodorant is now available in a 165cc aerosol can (£0.54) with the product initially carrying a 12p-off flash. Bristol-Myers Products, Stamford House, Langley, Slough SL3 6EB, have also announced the launch of a 28cc refill (£0.28) for the herbal roll-on.

New pack for Clearasil

Clearasil Medicated Wash produced by Richardson-Merrell Ltd will be introduced in a novel container produced by Blewis & Shaw (Plastics) Ltd, Kingston, Surrey. The container, which is designed to be an almost perfect fit to the hand for dispensing purposes, is made in high density polythene. The dispensing closure is produced by Polytop Plastics Ltd, Bluebridge Industrial Estate, Halstead, Essex, and is custom-designed to suit the pack image.

The pack is labelled on front and back surfaces and is attractively wrapped in an individual display outer.

MSD product identification codes

Merck Sharp & Dohme Ltd, Hertford Road, Hoddesdon, Herts, advise that the following products are now issued bearing new product identification codes. Cuprimine capsules will be coded MSD 602; Hydrocortone tablets 10mg, MSD 619; Hydrocortone tablets 20mg, MSD 625; Hydrosaluric tablets 25mg, MSD 42; Inversine tablets 10mg, MSD 120 and Perideca tablets, MSD 125.

Disprin pack still available

Due to a misunderstanding, the 50-size bottle of Disprin was shown as discontinued in the Price List supplement when other packs were changed in price.

Reckitt & Colman, pharmaceutical division, Danson Lane, Hull, point out that this pack is still available at the unchanged retail price of £0.25.

Conquerors anti-smoking tablets back

Arthur H. Cox & Co Ltd 93 Lewes Road, Brighton, BN2 3QJ, have reinstated Conquerors anti-smoking tablets to their range.

This product was withdrawn pending investigation into the stability of the lobeline content of this mixture. The inquiry, which took into account a modified method of manufacture, has been concluded satisfactorily and the company say the product can now be used with complete confidence. There is no change to the pack or price of these tablets which are available in packs of 18, foil-wrapped and cartoned (£0.37½).

Fisons pack change

Fisons Ltd, Pharmaceutical Division, Derby Road, Loughborough, Leicestershire LE11 0BB, are now offering a new 150ml pack of Aluphos gel (£0.16). The 170ml size has been withdrawn.

Now in polythene

Pack changes announced by John Wyeth & Brother Ltd, Huntercombe Lane South, Taplow, Maidenhead, Berks SL6 0PH, include the introduction of a polythene bottle for use with their 500ml range of liquid products.

Chemists should shortly receive supplies of Mucaine 500ml and Aludrox SA 500ml packed in the new bottle and early in February, this will extend to Aludrox 500ml, Petrolagar 1 and 2 500ml and also Sulphamagna veterinary 500ml.

DDD soap repackaged

A new pack for DDD soap is now being released by the DDD Co Ltd, 94 Rickmansworth Road, Watford, Herts. A coloured wrapper in red, green and white has been adopted with "DDD" and "medicated soap" being clearly seen on the face of the pack. The company says the product is unchanged "as tests have shown that no consumer benefit could derive from any change in the formula".

A larger pack

Stafford Miller Ltd, 166 Great North Road, Hatfield, Herts, have added to their list a 500ml pack of Quellada veterinary shampoo (£2.30).

Strip packs of 20

When current stocks of the 16 packs are exhausted, Lederle are introducing a strip pack of 20 for Ledermycin 150mg tablets and capsules, Ledermycin 300mg tablets and capsules, Achromycin V capsules 250mg, Achromycin capsules 250mg and Aureomycin capsules 250mg.

Bonus offers

Bristol-Myers Products, Stamford House, Langley, Slough, Bucks SL3 6EB. Nutrament 12 invoiced as 11.

Ayds Division Cuticura Laboratories Ltd, Clivemont Road, Cordwallis Trading Estate, Maidenhead, Berks. Ayds 12 invoiced as 11. While stocks last.

Bristol-Myers Products, Stamford House, Langley, Slough SL3 6EB. Fresh & Dry with Natural Herbs roll-on and refill. 13 invoiced as 12 on 2 doz assorted, 14 invoiced as 12 on 4 doz, 15 invoiced as 12 on 6 doz.

E. C. De Witt & Co Ltd, Seymour Road, London E10. DeWitt's throat lozenges. Nine dozen invoiced as 6 dozen. 19 dozen invoiced as 12 dozen. 39 dozen invoiced as 24 dozen. Minimum order £10 mixed goods.

Vestrice Ltd, Chapel Street, Runcorn, Cheshire. Propa PH. Six less 10 per cent; 14 invoiced as 12; 42 invoiced as 36 plus 5 per cent discount (January 31 to March 10). Ilford films. 50 assorted in packs of 10. 7½ per cent discount (January 31 to March 10).

Natura Products Ltd, 90 Belsize Lane, London NW3. With parcel of 85 items from the Pino Silvestre and Vidal ranges (value £45.96, excluding tax), six 100cc Vidal after-shave lotions free (value £5.52). Purchasers of mixed orders of Vidal and Pino Silvestre, to the value of £45 and over, excluding tax, receive the same free bonus. With parcel of 48 items from the Ca' D'Oro range (value £35.91, excluding tax), or mixed orders value £40 and over, six 50cc Ca' D'Oro eau de Cologne free (value £3.88).

The latest retail census.

We'll be glad to help.

The third Census of Distribution will give much useful information about retailing.

What the census shows will be important in forward planning.

It will also help YOU when you compare your own business, in broad terms, with others of a similar size and nature.

The preliminary conclusions of the census will be published in the official journal 'Trade and Industry' towards the end of the year (the date will be announced).

There will be a copy at your library or trade association, or you can buy one from H.M. Stationery Office.

But the work of compiling the results can't start until you supply the facts. The forms are now being issued.

Please help us by returning your form just as soon as you possibly can.

Your return will be treated as highly confidential and will never leave the Business Statistics Office.

No figures will ever be published that will reveal the affairs of any individual business.

If there is anything about the census or the form that is not clear to you, don't hesitate to ask. We'll be glad to help.

Ring Newport 56111, ext. 100. Or write to: Business Statistics Office, Department of Trade and Industry, Cardiff Road, Newport, Mon. NPT1XG.

THIRD OFFICIAL CENSUS OF DISTRIBUTION.

Retail Census 71

Getting the facts that will help us all.

COMMENT

Fifty years on

Of all the ideas that came to fruition under the "one innovation a year" policy of the NPU's first secretary, Mr G. A. Mallinson, some, no doubt, would be ranked by a present-day historian as being of less than major importance in the Union's subsequent development.

Not so the Chemists Mutual Insurance (CMI) launched in 1932. By any standards the introduction of that service must be accounted outstanding, alike for its benefits to users and for the influence it has had in giving the NPU that uniquely high percentage of actual-to-potential members among all the trade associations.

How many insurance companies could boast, like CMI, of a 140 per cent rise in premium income in the ten years to 1971? To study its premiums and out-payments during its half-century of existence would almost provide an index of events and a reflection of social trends.

There were years of flood, for example, when chemists in some localities might have been put out of business without the cash that became available under flood-insurance policies taken out with CMI.

There has been the rising rate of thefts, burglaries and wilful damage (as much as 25 per cent up in a year) that has made CMI require the installation of burglar alarms in pharmacies where stock values are high or break-ins have been repeated.

But would G.A.M. have predicted, in 1932, that the levels set for fire-risk insurance would require no revision during fifty years that included the Second World War?

Officers and policy-holders alike can congratulate themselves on a record and a range of services that have stood the test of time and are well entrenched against unforeseeable accelerations of outpayments. The reserves of CMI continue to rise. It was recently accorded membership of the British Insurance Association, and its services cover fire, burglary, flood, employers' liability, consequential loss, glass breakages, and damages to weighing-machines and electric signs directly; and life, travel, endowment, sickness, car and sports insurance by subcontract to other insurance companies—both types at premiums less than a pharmacist (including an employed pharmacist) would have to pay elsewhere.

It provides advice that is not only expert but free on whether and when insurances need to be increased in amount, and on personal and staff pensions schemes. It

provides loan facilities for a pharmacist who wants to buy a house, and any householder insured with CMI is let off his premium payment every sixth year if there have been no claims.

We predict with confidence a second half-century of undiminished service to pharmaceutical chemists, and join in the congratulations upon the present achievement.

The price of safety

There is nothing new in Professor A. H. Beckett's sharp reminder (p 134) that the more safety standards are applied to medicines, the more they will cost. But it is a reminder that bears—and needs—repeating.

If evidence of that need is required, it is to be found this week in a Parliamentary question from Mr Laurie Pavitt (p 122), who asked why the NHS had not saved itself some 60 per cent of its costs in supplying Terramycin, by substituting a British brand.

Fortunately for the research-based sector of the pharmaceutical industry, this line of approach is not accepted by Sir Keith Joseph, Secretary for Social Services, who replied that the products were "not necessarily exact therapeutic equivalents".

Professor Beckett has at every opportunity in recent years stressed the difference between a basic drug and a medicine ready for administration to the patient. Regrettably, there are still a few sections of the industry that have failed to "get the message"—but the means of ensuring therapeutic uniformity is now at the disposal of ministers under Medicines Act legislation.

The ministers also have power to ensure that the prices paid for medicines by the NHS are fair and reasonable—and there is no doubt that they exercise that power to the full. This week the Wellcome Foundation Ltd is reporting sales up by 12.6 per cent—but profits up only "marginally". The chairman, Mr A. A. Gray attributes the lower profitability to inflation which bears "particularly harshly" on research-based firms with high overheads.

With its powers to inspect company accounts under the Voluntary Price Regulation scheme, the Government is able to assess cost increases due to stricter controls. But to act upon this information by way of allowing the drugs bill to rise, the Government needs public awareness that this is the price it must pay for the safety and efficacy it demands of its medicines.

offer made to you and an accountant can best advise in the light of the figures.

You replied to a question about a year ago on business entertaining. It seemed that the disallowance which has operated for tax purposes for some years had been upset by the courts. Have I understood this correctly?

The case to which you refer is *Fleming v. Associated Newspapers Ltd.* Unfortunately the decision of the High Court was reversed in the Court of Appeal. The matter will probably go to the House of Lords, so that it is not yet settled.

BUSINESS Q & A

My pharmacy has always been carried on in my own name and without any companies or anything of this sort. A few years ago, however, I inherited some shares in another business with several shops from my late brother-in-law. I have never had any dividends or seen any papers about this business, but a little while

ago one of the directors suggested that I join in with them and sell my business to their company for more shares. I do not know what to do. Can you tell me how I can find out something about them?

As a shareholder you are entitled to copies of the directors' report and accounts each year, and you should have had these every year since you inherited the shares. These should tell you the financial situation of the company. If you have not had them it is suggested that you write and ask for them up-to-date. The question of what you do depends on the precise terms of the

LETTERS

Vestic's future

As an independent chemist some points cross my mind after reading various articles on the proposed Boots-Glaxo takeover. I read that independent pharmacy owners were asking "Would Vestic continue to serve the independent retailer as before?" But surely the question should have been "What is the telephone number of my nearest non-Boots owned wholesaler?"! Chemists who have no alternative choice of wholesaler should offer their business to a new wholesaler. If they are not on van routes now the massive business from independents becoming available shortly will induce wholesalers to alter their routes.

An organisation such as Vestic specially created to help the independent chemist cannot be owned by the major multiple.

Macarthy's, a wholesaler, received pharmacists' support for its takeover of Savory & Moore (retailers), one article pointed out in an effort to justify Boots-Glaxo takeover. However, this was to save it from the opposition, a grocery chain. The same pharmacists will not support Glaxo going over to the opposition—the major multiple.

Boots take one-fifth of Glaxo UK production—what of the other four-fifths, presumably mostly sold to independents? I do not have to use Crystapen for routine penicillin dispensing.

Can Glaxo explain to their staff and shareholders that a great deal of their business will not be lost overnight?

Two articles tell me that Boots have always been cautious at giving information about themselves beyond what is statutorily necessary, yet presumably Boots will have access to Vestic accounts thereby having first hand knowledge of the independent's confidential business.

Speaking as an independent I am disturbed about this takeover but when and if it happens I must adjust my business accordingly.

W. E. Northwood
Tiverton, Devon

Support for Boots

With reference to the Glaxo takeover, if Beecham win it would appear inevitable that our privileged position as far as Ostermilk, Adexolin, Minadex, Complan, etc, would go in the same way as Ribena went. Straight into the supermarkets!

I think that everyone who wants a viable pharmaceutical future should support the Boots offer, as in my opinion Boots Ltd follow a pharmacy-only policy with their own many products.

This may go against the grain with some of the more mature pharmacists, but we in pharmacy must look to the future, and not to the past if we are to survive.

J. David Thomas
Pelsall, Staffs

No time for funerals

Having studied the bizarre and frequently dangerous assemblies produced by the pioneers of powered flight, I cannot dispute, on the evidence of his "compensation scheme", Mr Maddock's claim to be a pioneer in the study of the effect of health centres on general practice pharmacy (C&D, January 8).

Leaving aside the seemingly simple way that finance is to be raised, and for the moment, glossing over the intractable problems of equitable disbursement, I am saddened by Mr Maddock's ready acceptance of the concept of compensation. Particularly so in view of the associations which this concept has for the native land which both he and I share.

To the collier facing the premature evening of his life with dust ravaged lungs, or to the man, negligently rendered paraplegic, or blinded, it carries with it the echoes of the doctors who

"muttered as they took their fees,
there is no cure for this disease."

Surely we are not prepared to pronounce the state of the skills and dignity of general practice to be terminal. There

might just possibly be some reason for so doing if the decision had been finally made that all future medical care were to be centred on the hospital service. In fact the reverse decision has been made, and all the health professions, realising the new importance attached to community care and counselling, are seeking to bring about that which pharmacy has been providing for many years, and now only seeks to maintain.

It seems to me, therefore, an inopportune moment to declare ourselves broken on the wheel of innovation, and fit only for some dubious financial assessment of our crippled condition.

My estimation and judgment is that the only acceptable reward for the pharmacists in practice today, must finally be the knowledge that pharmacists of the future will be ready to take up the reins, proud to maintain their tradition of ability and service. I regret therefore that I can give no support, even in spirit, to schemes of financial recompense, which, however enticing they may appear, amount to nothing more than a contribution towards the funeral expenses. **R. C. Burke Jones**
Brentwood

Higher costs are the price of greater drug safety

If safety is to be ensured medicines cannot be costed like ordinary articles of commerce, Professor A. H. Beckett, head of Chelsea School of Pharmacy, maintained last week in an Office of Health Economics lecture.

Speaking at Imperial College, London, he said the normal laws of the market place could not be accepted in the case of medicines. The requirements of increasing legislation, controlling the manufacture and distribution of medicines, added to costs.

It was ridiculous for politicians just to relate the final price of medicinal products to the initial ingredient costs, he stressed.

Professor Beckett indicated various factors underlying present costs. He estimated that about 50 per cent of the research and development investment of companies went on producing new drugs and the remainder went on formulation work with established drugs.

It was not unreasonable to assume that the cost to a company of introducing a new drug on to the UK market was £3-4m and that the figure in the USA was £6-9m.

Increasingly, he said, it was realised that chemical equivalence of a drug in a medicine was not synonymous with therapeutic equivalence.

Although there were those who argued, sometimes, that examples were few such people were "not in a position to judge the size of the iceberg by its tip".

When there was a change in formulation equivalence of blood levels must be demonstrated. The Committee on Safety of Medicines must ask for this, he said.

He disagreed with the Committee's practice of asking for reports on adverse drug reactions and wondered how many side effects had been attributed to drugs, when they were the result of a manufacturer's particular formulation.

Pre-clinical biochemical studies were thus essential, said Professor Beckett, and these demanded the use of expensive analytical equipment.

Professor Beckett drew attention to the recommendations drawn up by the World Health Organisation in its "guide to good manufacturing practices". He said the recommendations were fairly obvious but, "I am afraid they have not been enforced by all sections of the industry, who have been praised for producing cheaper medicines". He hoped the Medicines Act would "tie up some of the loose ends".

The complexities of evaluating the efficacy and safety of alternative forms of medication resulted in the need for a well trained person to act as a buffer between doctors and patients. Today's pharmacist constituted that last bastion and he must be granted the appropriate salary for that work.

In the ensuing discussion a speaker said that he was aware of drugs that were not now going to be marketed as they were uneconomical propositions through increased costs. Were we going to be in a "therapeutic desert" in the next ten to 20 years? he asked. Could we go on financing the next generation of drugs with profits from established products? asked another participant.

Professor Beckett answered that higher costs were now inevitable to ensure safety. In special cases some means of establishing financial incentives to market a drug must be developed. The Government was the pharmaceutical industry's major customer and it should help financially.



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PROFESSIONAL NEWS

Pharmaceutical Society
of Ireland

Council agrees to locum 'expenses'—in principle

The Council of the Pharmaceutical Society of Ireland has agreed in principle that members are entitled to regard the cost of employing a locum during absences at Council meetings as part of their expenses, in addition to the ordinary travelling and hotel expenses.

The matter arose at the January meeting in Dublin as a result of a notice of motion in the name of Mr Sean Hillery who suggested that the money necessary to pay locums should be provided by means of a £0.50 levy on each member, beginning on January 1 of next year.

He said he wanted to have established the principle that the payment of a locum was a necessary expense but he would be satisfied to limit this payment to Council meetings only, as committee meetings could be adjusted in a manner to avoid this extra expense.

The President, Mr R. J. Power, said that the principle involved was whether the Council, in addition to paying the actual travel and hotel expenses of members, envisaged the payment of locums.

Mr W. J. Butler, supporting the motion, said the role of each pharmacist on the Council was an important one. Each member of Council was providing a service for his colleagues and with entry into EEC this role would become an increasingly important one. For that reason it was necessary that membership of Council should not be denied to any pharmacist on the Register. All members should be eligible to become Council members regardless of status or the particular branch of the profession to which they belonged. It was equally important that no member should be out of pocket for any work done by him for the Council. He suggested the manner of reimbursing Council members should be investigated.

Country members

Professor R. F. Timoney took the view that Council very much needed country representation and some system should be devised to ensure that these members would be reimbursed all expenses. Not only was country representation important to the Society as a whole but it was very important to members from the provinces. If adequate expenses were not paid, members who might wish to become members of Council might be discouraged and this situation should be avoided.

Mr V. G. McElwee said that "as one of the most expensive members of Council" he was only too glad to shoulder most of the expense of attending himself. By being on the Council he considered he was helping his colleagues in Donegal. While he had sympathy with the motion he thought it should be adjourned because of the adverse position of the Society's

finances. Education of students would soon be divorced from the work of the Society and when this happened he felt the Society's finances would be adequate to meet all other problems. At present, payment of travelling expenses represented a big drain on the Society's finances and he would not favour adding to it by providing for the payment of locums. His advice would be to wait until education was divorced from the Society before embarking on this extra expense.

Mr T. M. O'Malley, agreeing with the terms of the motion, said its acceptance would make elections to Council really democratic, by ensuring that all members of the Society would be in a position to go forward.

With the advent of the new Pharmaceutical Union it was imperative that the widest possible representation should be available on the Council. Unless locum expenses were paid it was inevitable that the Council would become Dublin-orientated with, perhaps, the addition of some affluent country members.

Professional status

Pharmacy had now an opportunity of taking its rightful place among the professions. The acceptance of the Health Scheme by pharmacists had hinged on the fact that a new Union was in the process of formation and it had been made clear that pharmacists would no longer tolerate the hypocrisy, shortcomings and downright stupidity which had divided the profession in the past.

Mr Tom Guckian pointed out that it had been agreed at a recent Committee meeting that payment of locums during Council members' absence on official business would be accepted as a legitimate expense and it was suggested that, as a statutory body, the Council should refer the question of payment to the Government. The feeling was that members were providing a service for the Government in looking after the health of the people. He favoured reimbursing members who had to pay locums during their absence; the facility should be available and it would be a matter for each individual member whether he should accept it.

Mr R. J. Semple said that he was honorary treasurer of the Society when Mr Hillery first mentioned this matter at the Pharmacy Congress in Sligo. A quick mathematical exercise indicated at the time that it would cost an additional £2,000 a year to implement it. He had no doubt that all members were in favour of paying expenses but this was hardly the time to introduce the new motion. They must be realistic and he was sure that the present honorary treasurer, Dr Boles, would have no difficulty in con-

vincing any member that the Society's finances were far from healthy. While he agreed with the motion in principle he felt the time was not ripe to implement it and consequently he favoured deferring it till later.

Mr Guckian thought the State should bear the expenses where people were employed by the State.

Mr Patrick Browne favoured arriving at a decision and deferring implementation until the financial position of the Society improved. The Hospital Pharmacists' Association paid for a locum when a member was attending an Association Conference. He had approached the Health Board to pay his expenses but they declined to do so.

Mr Eric Burrell, favouring the motion, said if they were doing the work of the Government the Government should pay their expenses. He also thought no member of the Society should be prevented, through lack of finance, from going forward for the Council and elections should be seen to be a democratic process.

Financial worry

Dr W. E. Boles said he also favoured in principle the suggestion that Council members should be reimbursed their expenses but it had to be remembered that the Society's finances were in a serious position. He did not think that a levy was a practical proposition and thought the State should pay Council members' expenses—not for doing the work of Council but only in regard to attending to conduct Council business. This could be done by either increasing the present Department grant or by provision of a separate grant towards travelling expenses.

The President asked, in view of the feeling of the meeting, if Mr Hillery accepted that the Council recognise the payment in principle. If he did so, could the motion be implemented by another Council at a future date?

The Registrar, Mr J. G. Coleman, said there would be nothing to prevent a future Council adopting a resolution rescinding the motion and creating new conditions. Mr Power then asked: Unless this Council is in a position to do something about it, the next one is merely faced with acceptance in principle? Mr Coleman: Yes.

Mr Hillery stressed that he was not looking for a locum as a business man, but as a professional man. Nobody could fill in for him as a business man. He was not against a Government grant and suggested that they should first seek payment from the Government; failing that he would seek a £0.50 statutory levy on all members. But he wanted more than mere acceptance on principle—he wanted implementation and the Council had 12 months to find a way of providing the money. He sought an unequivocal decision; something that could not be changed except by another Council rescinding it.

Following a lengthy discussion, an amendment by Mr M. F. Walsh was adopted. This proposed the acceptance in principle of payment along the lines suggested but deferment of its introduction until the finances of the Society improved.

Mr Hillery withdrew his motion follow-
Continued on page 138

Paying for pharmacy survey

ing an assurance that the matter would be kept under review and introduced at the first possible opportunity.

It was reported by the registrar that he had written to the Minister for Health suggesting that a State subvention might be provided to defray the cost of an economic survey of Irish pharmacy. The letter read: "The Council of the Pharmaceutical Society of Ireland has been concerned for some time about the lack of basic statistical data relating to the professional and economic structure of Irish pharmacy. The mounting cost of education and the increasing involvement of pharmacists in the Health Services of the State emphasise the need for future planning based on sound assumptions. A project has been discussed with a firm of economic consultants and they estimate that a study of the kind the Council has in mind would cost £2,000. Given the fact that the problem of education and of EEC membership are of considerable importance to the Government, as well as to the profession, it is believed that you may be in a position to suggest some procedure whereby a subvention from public funds could be made available to defray the cost of the study".

The registrar added that he had received a reply from the Department on January 5 stating that the Minister acknowledged receipt of the letter and indicating that a further letter would be sent as soon as possible.

Postgraduate education

A report on the work of the Postgraduate Education Committee was submitted by Mr Semple who stated that a course in physiology and pharmacology was being held at present in Cork and was proving very successful, with more than 40 pharmacists attending, some coming from as far as Limerick. He added that a questionnaire had been sent to pharmacists in the North Eastern Region and as a result a second course was now in progress in Navan. The course, also dealing with physiology and pharmacology, had attracted about 20 pharmacists. Inquiries had been received to have similar courses in the Ballina and Sligo areas, and a meeting of the committee would soon be held to see if it would be possible to facilitate these areas.

He explained that it was possible, in densely populated areas like Dublin and Cork that the holding of courses would show some profit but they hoped to be able to build up some reserves to enable courses to be held in less populated areas where the fees derived might not meet all outgoings.

A letter was received from Mr J. C. Bloomfield acknowledging the nomination by the Council at its December meeting of Mr Butler to the Committee of Working Group 3 and Mr O'Donnell to

the Committee of Working Group 2 of the General Practice section of the organisation. He said he was delighted to have these representatives of the Society participating in the work of the General Practice section, and added that it was anticipated that the first meeting of the Group Committees would take place at the FIP 24th General Assembly in Lisbon from September 4-9. The 32nd International Congress of Pharmaceutical Sciences of FIP would be held on the same occasion.

The registrar reported that he had been informed by the Department of Health that prescription forms belonging to Dr R. A. O'Meara, of 59, Pembroke Road, Dublin 4, had been stolen. The Garda Drug Squad had expressed concern that these forms might fall into the hands of addicts who would have no compunction about forging prescriptions for drugs of habituation. Accordingly, pharmacists were urged not to dispense any prescriptions on Dr O'Meara's notepaper until satisfied that they were *bona fide*.

It was reported by the honorary treasurer, Dr Boles, that, as announced by him at the annual meeting in Wexford, a new scale of membership subscriptions and retention fees had been submitted to the Minister for Health for his approval. That approval had now been received. The proposed scales were: Members (including subscription to *Chemist and Druggist*), £13; Members (including the *Irish Pharmacy Journal*), £10.50; Members requiring both journals, £14.50; Licentiates, £9; Associate Druggists (including the *Irish Pharmacy Journal*), £9.50, with *pro rata* additions for other journals; Registered Druggists, £6.50 and Pharmaceutical Assistants £5.

Dr Boles added that the restoration fee for those who had lapsed, *pro tem*, from a Register would be increased from £1.05 to £5.

Progress report on Union

Commenting on the wide-ranging scope of topics discussed during the meeting, the president said he was very conscious that pharmacists looked to the Council for solutions to problems which did not come within the statutory limits of the Society. He pointed out that other professions had active bodies looking after affairs not directly concerned with professional matters, and referred to the fact that in Sligo, and again in Wexford last October, there had been substantial support for the establishment of a Union which would look after the interests of all pharmacists. He was concerned that members were feeling frustrated at the apparent slowness in the establishment of this Union. There were many matters needing attention now which could not be dealt with next year.

Mr W. J. Butler said the idea of a Union was not a novel concept. The need for a unified body which would place pharmacy, professionally and economically, on a level with sister professions had been long felt.

He thought it only fair that Mr T. R. Miller should be asked to explain why there had been such delay in the establishment of this new organisation.

Mr Miller said he fully understood that there was a certain uneasiness abroad about the slow progress being made in the formation of the Union and he thought it only right that the president and Mr Butler should have given voice to these sentiments. Following the Wexford Congress the draft Constitution which had been approved, required to be compared with the rules of the Irish Drug Association to ascertain the extent to which there was common ground. A solicitor had been engaged to examine all the legal problems involved and to indicate any areas in which it was considered the draft constitution might have to be amended. He was confident that this work would be completed shortly and while the outcome might not be to everybody's liking he thought a workable compromise could be arrived at. He hoped to be in a position to make a positive report to the next Council meeting.

President: I am sure that everyone will be relieved to learn that the end of the road is in sight.

Hospital services

Arising out of the proposal of the Minister for Health for the creation of Comhairle na nOispeideal and the three Regional Hospital Boards, Mr Butler reported that he was convening a meeting of the Practice of Pharmacy Committee with representatives of the Hospitals and Public Pharmacists' Association to prepare an interim report on the structure of pharmaceutical services provided in hospitals. The original deadline of January 15 for submissions to the Minister had been extended to the end of February and he was hopeful that a constructive report could be prepared in the time available.

Arising out of the Law Committee Report, Mr Shannon expressed concern at a growing practice among pharmacists of lending their names to non-pharmaceutical companies engaged in the practice of pharmacy.

The president said he would like to stress that any attempt at short-cutting the supervisory functions of a pharmacist which involved the provision of a dispensing and professional service to the public could not be described as being safe, and therefore it was not in the public interest. Pharmacists must have regard to the duties and responsibilities imposed on them by statute and the Society's Inspector would see to it that all Regulations were fully observed. He believed that over-commercialism of pharmacy would ultimately influence young people in rejecting pharmacy as a profession, because he believed most young students were science-orientated. Pharmacy, in theory, was a science. He suggested they take up the matter as a working committee with officials of the Department of Health.

Mr Patrick Coffey, LPSI, 72, Morehampton Road, Dublin 4, was elected to Membership.

The Registrar reported the death of Mr Samuel A. Rosenthal, MPSI.

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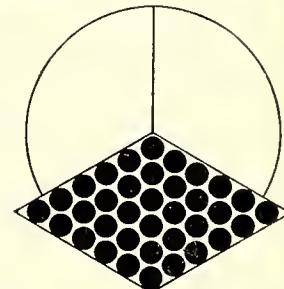
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OPEN SHOP

by E. C. Tenner

Signs of the times

Those of you who are regular readers of correspondence columns will have realised that the election to the Council of the Pharmaceutical Society must be in the offing, with contributors emerging from their hibernation.

I should have thought that regular, well written, constructive letters throughout the year would have been of more value to a prospective candidate than a sudden burst, on almost any topic, in the period preceding the election. But perhaps readers have short memories, and I may well be wrong. Only the election results will enable us to be definitive on this subject. In the meantime, you may like to make your own guesses as to which correspondents are likely to be candidates—but no prizes are offered!

Disagreement

The issue of samples of "ethical" products to doctors has been in the forefront of the news following the policy statement of the Society of "no samples". The Editor has taken the Society to task, and at the risk of my journalistic life, may I redress the balance?

The purpose of samples of "ethicals" is none other than the same purpose of other commercial samples: that is, to sell the product. All the other arguments about familiarisation of the doctor with the product, etc, are irrelevant. What doctor needs to know what a capsule or a tablet looks like, especially in these days when "NP" is widely used, and will shortly be automatic? If a medical practitioner is really desperate for this information, then surely the nearest pharmacy would be eager and willing to show the product, and even MIMS carries a fair description of any tablet or capsule. The issue of starter packs or larger samples cannot be to convince the GP, by way of a trial, of the efficacy of the product. Everyone knows that true evaluation can only be carried out by properly constituted clinical trials.

If the issue of samples is to provide doctors with emergency supplies as suggested (surely tongue in cheek!) by Mr Lees, then we are expected to believe too much, namely that the industry spends millions a year on samples to save the doctors money, as those same doctors already receive payment for carrying emergency supplies. Realists in the industry, who rightly state that it is a highly competitive one, may well agree that my first argument is correct; namely that it is to sell the product.

But the goods sold by industry are not normal articles of commerce, and no normal trading gimmicks, such as samples, should influence a doctor in the choice of medication for a patient. That, I would suggest, should be the position of the British Medical Association on this matter, though they, indeed, have been strangely

silent. I should have thought that that body, held in such high esteem, would have managed to rise above the economic gain, either by use or sale of samples by their members, and joined in support of the enlightened policy of the Council of the Pharmaceutical Society.

It would certainly be wise for the industry to put its house in order now, rather than wait for legislation to force it to do so.

Believe it or not

Has anyone else seen the 20cc Gillette Scimitar hypodermic syringe filled with whisky issued to the doctors to familiarise them with Cavid-S tablets?

Antibiotics prices verdict reversed

The US Supreme Court has thrown out the conviction of three major pharmaceutical companies on charges of fixing antibiotic prices 10 years ago. The Court overturned the anti-trust verdict against American Cyanamid Co, Pfizer & Co, and Bristol-Myers Co.

In the original case, the US Government had claimed that the three companies had conspired to control tetracycline prices by patent and licensing agreements.

COMING EVENTS

Wednesday, February 2

Enfield Pharmacists' Association, Post-graduate medical centre, Chase Farm Hospital, The Ridgeway, Enfield, at 8 pm. Cheese and Wine tasting.

Sheffield Branch, Pharmaceutical Society, Chemistry lecture theatre, University of Sheffield, Western Bank, at 8pm. Ley Kenyon on "The British Red Sea expedition" (film lecture), admission by ticket.

South-east Region, Pharmaceutical Society, School of pharmacy, Brighton at 8pm. Miss M. J. Witt (senior registrar, St Bartholomew's Hospital) on "Drugs and infertility".

Merseyside and North Wales Branch, Pharmaceutical Society, Liverpool Polytechnic, School of Pharmacy, Byrom Street, Liverpool, at 7.45pm. Fourth lecture on safety evaluation of new drugs.

Thursday, February 3

Birmingham Branch, Pharmaceutical Society, University of Aston, at 8pm. Dr M. S. Day on "Drugs acting on the heart" (post-graduate refresher course).

Courses and conferences

"Post experience course for pharmacists in general practice". February 5, 6 and 16, 1972. University of Bradford. Application forms from: the registrar, University of Bradford, Bradford, Yorkshire BD7 1DP.

MARKET NEWS

Buyers demonstrate little activity

London January 26: "Deadly dull" was the description given to the crude drugs market. A number of aspects were featureless although some items were being shaded in price to tempt buyers. Lack of interest by American buyers was one reason put forward for the easing of ginger quotations. There were few marginal changes in essential oil prices with some Chinese material tending to become firmer.

Crude drugs

Gentian: Root £475 per metric ton spot; £450, cit. **Ginger**: (ton) Cochin £225, cif. Jamaican No. 3 £850 cif. Nigerian split £180; £155, cif. peeled £330 spot, £255, cif; Sierra Leone March-May £300.

Gums: **Acacia**: Kordofan cleaned sorts £295 metric ton spot; £264, cif. **Karaya**: No. 2 faq £23 cwt spot. **Tragacanth**: No. 1 spot £270, No. 2 £230.

Honey: (ton) Australian light amber £252; medium £240. Canadian £290. Mexican £246. Chinese £190.

Pepper: (ton) Sarawak black £352.50, cif; white £450 spot; £490, cif Feb-March.

Seeds: (ton) **Anise**: China star £175, spot; shipment £125, cif. **Caraway**: Dutch ex wharf £390. **Celery**: Indian £400 spot, 300 cif. **Coriander**: Moroccan £78, cif. **Cumin**: Indian £235, cif. **Dill**: Indian £140. **Fennel**: Indian £120, cif. Chinese £115, cif. **Fenugreek**: Moroccan for shipment £62.50, cif. **Mustard**: £60-£120 spot. **Senega**: Canadian £1.65 lb spot; £1.60, cif. Japanese £1.15 duty paid.

Senna: (lb) Tinnevelly No. 3 faq leaves £0.061; pods, hand-picked £0.11½; manufacturing £0.084; Alexandria h/p £0.57-£0.65 ex wharf; manufacturing cleared.

Squill: White spot £260 metric ton; £250, cif.

Styram: £1.12½ lb spot; £1.10, cif.

Tonquin beans: Para £0.37 lb spot; £0.32, cif.

Turmeric: Madras finger £160 ton; £140, cif.

Valerian: (metric ton) Continental £290; £280, cif. Indian £250 spot; £240, cif.

Essential oils

Almond: Drum lots £0.60 kg.

Amber: Rectified spot £0.33 kg.

Anise: Chinese £1.40 kg spot; £1.30 cif.

Bay: 5.95 spot, Feb-March £5.85.

Bergamot: £9.35-£11.55 kg as to grade.

Birch tar: Rectified £2.35 kg.

Camphor white: Spot £0.36; £0.30 kg cif.

Cananga: Java £5 kg, cif.

Caraway: Dutch £6.50 kg; English £18 kg.

Cardamom: English distilled £45 kg; Indian £46.50.

Cassia: Chinese 90 per cent, 85 per cent £2.05; £2.20 kg, spot.

Celery: English £27 kg; Indian £19.

Cinnamon: Ceylon leaf £1.30 spot, £1.24 cif, Seychelles leaf rectified £2.75; bark, English distilled £8.80. Chinese £1.10 spot; £0.95, cif.

Citronella: Ceylon £0.93 kg spot; £0.84, cif. Chinese nominal; £0.93, cif.

Clove: Madagascar leaf £1.12 kg; £1.09, cif. English distilled bud £17.60.

Lemongrass: £2.60 kg spot; £1.98, cif.

Lime: West Indian £7.70 kg spot; £7.15, cif.

Mandarin: £5 kg.

Nutmeg: East Indian £4.95 kg. English distilled from West Indian £12.75; from E Indian £13.15.

Olive: £300-£305 metric ton fob Spain; spot £360-£365 long ton, duty paid.

Orange: Sweet £0.54 kg spot; bitter from £3.15.

Palmarosa: £7.50 kg spot, £6.50, cif.

Patchouli: Spot £3.86-£4 kg.

Pennyroyal: £2.50-£2.70 kg to arrive.

Pepper: English distilled ex black £32.50 kg.

Peppermint: (Per kg) Arvensis Chinese £2.30 spot; £2.20, cif; Brazilian £2.10 spot; Feb-March £1.75, cif; April-May £1.65. American piperita from £3.85.

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PHARMACIST for the Group Pharmacy at St. Helier Hospital (752 beds—Category V). This department offers excellent experience in out-patient and in-patient work, sterile solution production, manufacturing and pre-packing. For further information phone Mr. E. A. Cross, Group Pharmacist—01-644 4343, Ext. 448. Applications to Hospital Secretary, St. Helier Group H.M.C., St. Helier Hospital, Carshalton, Surrey.

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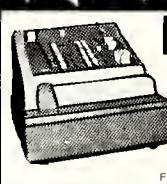
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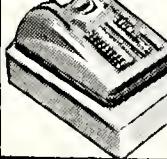


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Collections guide

Polaroid (UK) Ltd
Rosanne House
Welwyn Garden City, Herts

"Whatever your preference you are sure to find a sunglass to your taste" is the boast of the Polaroid collection. There are 58 shapes comprised of eight clip-on styles, 17 metal-framed sunglasses and 33 plastic designs—of which the most outstandingly dramatic are those with the shiny silver look. Polaroid sunglasses for 1972 range in price from £1.50 to £5.25.

Twenty-four of the designs are entirely new and the collection reflects the continuing popularity of metal and metallic-looking frames. No fewer than twenty-four designs come into this category.

Polaroid say that fashion trends for 1972 in London, as in Paris, are towards smaller eyeshapes. Bevelled frames, especially for plastic sunglasses, are popular, and there is plenty of interest in a variety of brow bars—single, double, and even triple. The sides of sunglasses are also receiving a great deal of attention.

Some of the most interesting frames are those made up of a combination of metal and plastic. They include a teardrop sunglasses (model 5202) and a classic library shaped (model 5204), both priced at £2.75.

All Polaroid sunglasses have, of course, polarising lenses which eliminate up to 99 per cent of reflected glare. Five different tints/transmission factors are used in this year's lenses—standard neutral (24 per cent), high transmission neutral (38 per cent), high transmission tan (24 per cent), blue (38 per cent) and magenta (38 per cent).

To support the collection, Polaroid have new sunglass merchandiser/displays, all making use of a modular concept—a white wire frame bar holding 12 sunglasses per unit. Two or more frame bars can be linked together to form multiple display panels of varying formats. The units are supplied according to pack-size ordered.

Polaroid UK's advertising campaign for sunglasses in 1972 will be the biggest in the company's history, with expenditure exceeding £200,000, using network television (550 transmissions of a 30-second commercial over 17 weeks starting in April) and full page advertisements in the national press, starting in April and continuing through the summer.

The latest word from Polaroid is that orders are running 23 per cent ahead of 1971—and some models are already sold out!

Grafton Optical Co Ltd
1 Worship Street London EC2A 2DJ

The 1972 Silhouette range comprises 20 models, with suggested retail prices from £5.10 to £11.40 including cases.

A feature of the handmade plastic models is cut-outs on rims—giving a distinctive style and making the designs difficult to copy by moulding. Metal and plastics have been combined to give an

interesting 3-D frame in model 553. Another novel three-dimensional effect is created in metal by curving the bridge forward in model 831 (illustrated).

Like other manufacturers, Silhouette put a lot of faith in gun metal this year, but the coating is applied by their new process which gives a very hard, non-peel surface.

For a full metal effect combined with lightness of weight, Silhouette have introduced an aluminium front, finished in five colours, two of them satins (model 665, £10.20).

Grafton believe that this year's lenses will be darker—65 per cent absorption on average—with browns and greys and matching frame colours.



Above: Model 6206 is Polaroid's first to be made from nylon—strong, flexible and light

Below: Polaroid combine metal and plastic in this "aviator" frame, model 5202



Sunglasses'72

The above "keyhole" design by Michael Rowe of the Royal College of Art (it will be available from Polaroid in April) may be the "shape of things to come", but for 1972 the accent is again on metal.

But this year it's metal with a difference. The "shiny" look is still "in", but there is a big move to gunmetal finishes, with satins and colours adding variety.

Aluminium puts in an appearance in one or two ranges, sometimes self-coloured, sometimes colour coated. And metal and plastics are being combined to advantage by a number of manufacturers.

This year's colour innovation—matt black, which has gained instant approval.

Plastics are the obvious choice for low-cost fashion—or for hand-cut artistry at a more exclusive price—but some retailers found them hard to sell against metals last season. The result, as one manufacturer told C&D, is that for 1972, designs must have something special to be a success. A glance through the following pages should reveal something of the designers' skills.

Two distinctive styles in Grafton's Silhouette range, models 554 and 831



Alfred Franks & Bartlett Co Ltd
276 Vauxhall Bridge Road
London SW1V 1BE

One of the season's widest ranges is again offered under the Bartex label. Three separate catalogues describe the polarised, metal and chrome look, and fashion-in-plastic-frame styles. All three leaflets are designed to mount on a wall, making it easier for the customer to select from the complete range.

There are "way-out" styles, with "trendy" colours in frames and lenses, all at prices to allow everyone, from executive to fashion-conscious schoolgirl, to wear a different pair on every occasion.

Highlights of the collection is the Bartex polarised range. This now extends into fashion shapes, with chrome-look frames—catering for the customer who is aware of the polarisation benefits but wants the latest trend styles. All Bartex polarised sunglasses are individually boxed and are covered by a 100 per cent money-back guarantee which is so arranged that in the event of complaints from customers, cash can be refunded without losing profit margins. Prices of polarised sunglasses range from £1 to £2, with clip-overs at £0.90 and flip-clips at £1.05.

An innovation this year is display packs for the polarised range. Ideal for window or counter display, and taking up little counter space, both racks hold an assortment of two dozen pairs each.

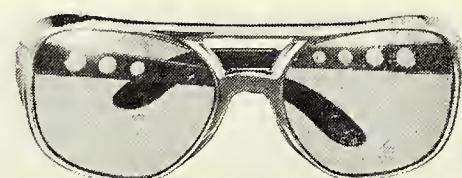
Metal frame styles range from £0.50 to £1, with metallised and chrome-look frames from £0.50 to £1.50. The 37 styles of the plastic fashion range are from £0.12 to £0.45, with five children's-juvenile models from £0.05.

Jackel & Co Ltd
Kitty Brewster Estate
Blyth, Northumberland

This year, Jacqueline are introducing three new ranges of sunglasses to the trade.

Sunbrella is the name given to a brand new range of polarised glasses, in 15 styles retailing at between £1.75 and £2.40.

The hand-made impact-resist range is said to be a new idea in sunglasses—hand-



Left: Two sunglasses from the Bartex metallised range

Above (top to bottom): □ A selection of Bartex metal rim models □ The independent pharmacists' top-value polarised range, selling at £1.00 only, under the Nu-Look label □ "Sunbrella", one of Jacqueline's new polarised sunglasses described as having the "coupé" look (£2.40) □ Another Bartex model, this time chrome-look and with R/T branches (model PL/14, £2.00)

Right: A novel Jacqueline design in metal with five-sided lenses and double bridge, retailing for £1.50

made glasses retailing at £2.40 a pair and offering more and safer protection for the eyes.

Finally, there is a larger range of fashion glasses with prices from £0.55 to £1.65 in 38 styles.

Metal frames, tortoiseshell frames and lighter lenses are expected to be the fashion theme again this year. More open-work patterns on the bridges of the glasses will be seen, and lighter colours, such as mauves, olives, greys for the frames. The "coupe" look is new—a "squared off" look at the sides of the glasses.

Three display stands are available free to dealers buying assorted parcels of the Jacqueline sunglasses—one is a large revolving unit, and there are two smaller fixed counter units.

NPU Marketing Ltd
321 Chase Road
London N14 6JN

The Nu-Look polarised range has been greatly extended to offer a choice of 69 different sunglasses. There are 28 styles, 15 of which are new for 1972, many available in a choice of frame and lens colour. Also available are ten high-fashion metal-framed models in nickel and gold finishes. Lenses come in three different colours: grey, tan and blue. Two flip-clip models are offered.

Two styles, the B1 and B2, sell for only £1.00—value achieved by using strong plastic hinges, so allowing National Pharmaceutical Union members to broach the low budget market.

Two specially designed merchandisers allow the regular range and the economy sunglasses to be shown separately. The main Nu-Look range is presented on a two-sided unit which takes up less than one square foot of counter space. A looking-glass is set into the header card so that customers can try sunglasses on themselves. The £1.00 models, B1 and B2, are prepacked in counter displays, showing six sunglasses which proclaim the high-value story.

The NPU member can expect a profit of at least 40 per cent on every pair of sunglasses he sells.



1972 Zeiss Umbral Catalogue

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jacquelle

JACKEL & CO. LTD., Kitty Brewster Estate, Blyth,
Northumberland. Telephone: BLYTH 2596.

London: 56 Wigmore St., W.I. Tel: 01-486 4997

Glasgow: Shuna Place. Tel: Maryhill 5101

Belfast: 7 Gloucester St. Tel: 0232 32308



Degenhardt & Co Ltd
31 Foley Street
London W1P 8AP

Umbral, the tough, lightweight, plastic lens made by Carl Zeiss of West Germany makes its second appearance in the 1972 range of Zeiss sunglasses. Introduced in the 1971 collection, Umbral is the plastic equivalent of Zeiss' optical glass lens—Umbral. The plastic lens has ultraviolet and infra-red absorption characteristics similar to the Umbral but with the advantage of lightness in weight.

A sun protection lens called Umbramatic is also making its second appearance and is available in eleven models. This glass lens, capable of density tint change with light intensity is extra sensitive and begins to darken from its normal 35 per cent absorption in about three minutes—if necessary to its maximum absorption of 75 per cent.

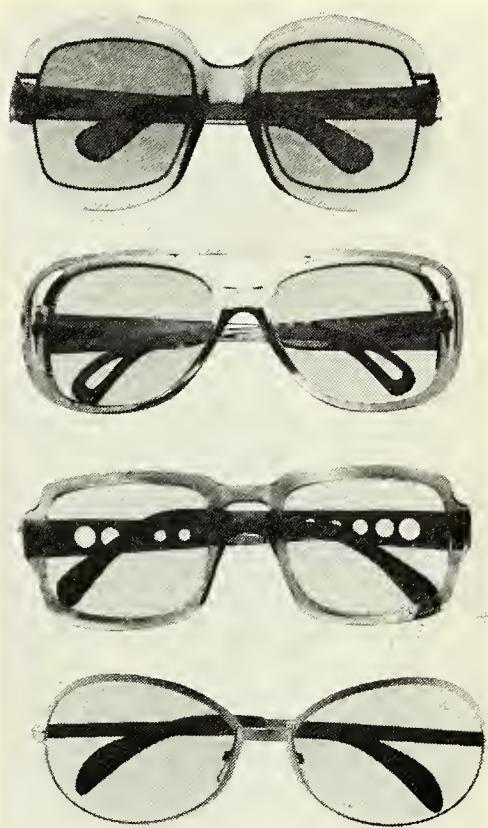
Both plastic and glass lenses are available in two tints absorbing either 65 per cent or 85 per cent of visible light. Spectacle wearers can have Umbral or Umbramatic lenses made up to their own prescription or use the Umbral clipover (£3.50)—improved this year and now offered in two sizes.

Zeiss say that there is a swing away from the giant lenses of last year, but Rosita, retailing at £11.50 is one exception with enormous convex lenses and a translucent pale lilac frame. An up-to-date version of the still popular octagonal rimmed sunglasses is Sunbather; lemon, tobacco, ice-blue or sherry translucent frames surround Umbral lenses (£11.25).

Perforated "racing" sides are still fashionable, especially for driving, and a new model, Grand Prix, has wide curved lenses to give a large field of view. Available in smoky blue (£7.50). Continued demand for rolled-gold frames has prompted Zeiss to extend their existing range and add an entirely new design. A catalogue illustrating the 38 styles is available.



Above: Sunbather is the name of this eight-sided style from Carl Zeiss.
 Right: More from the Zeiss range (top to bottom) are Cambridge, Buccaneer, Lady Speedman and Silver Star



Titcomb Fashion Sunglasses
24 Hurn Road
Christchurch, Hants BH23 2RN

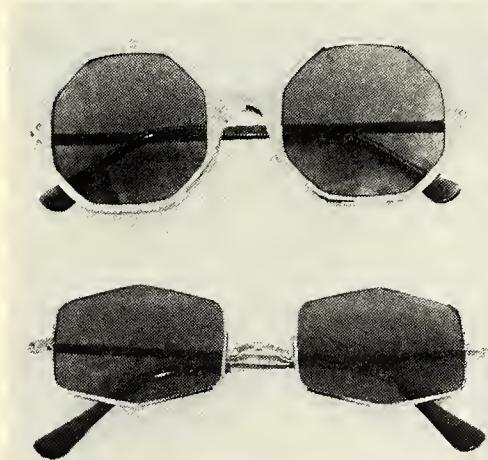
A marked expansion of sales during 1971 in the middle and higher price brackets dictates a greater degree of concentration on the polarised section of the 1972 collection. The polarised metal models are continued and there are several fashionable additions including two luxury models, 9235 in gilt and 9236 in nickel, both selling for £2.25 including case.

A full range of metalised models in gun metal and chrome (£2.16 including case) is available, plus five clip-on models (£1.05).

The polarised range has been tailored to enable the retailer to offer value for money and at the same time retain a high degree of profitability.

The general collection consists of a wide range of classic and fashion designs, with a choice of metal and metalised models

Left: Titcomb's counter stand for polarised models. Below: Two models in Supervite's new Foster Grant range



(£1.05). Shell styles for both ladies and men, with and without metal sides are also included.

To meet the small but increasing demand for pale tinted lenses in amethyst, green and blue, model 6330 (£1.05) suggests glamour without ostentation. Overall, the entire collection is designed to impress critical customers seeking glamour, style, comfort and economy.

Floor and counter display units including a specially designed stand for the polarised collection are not tied to compulsory pre-packs but are available according to the dealer's own selection.

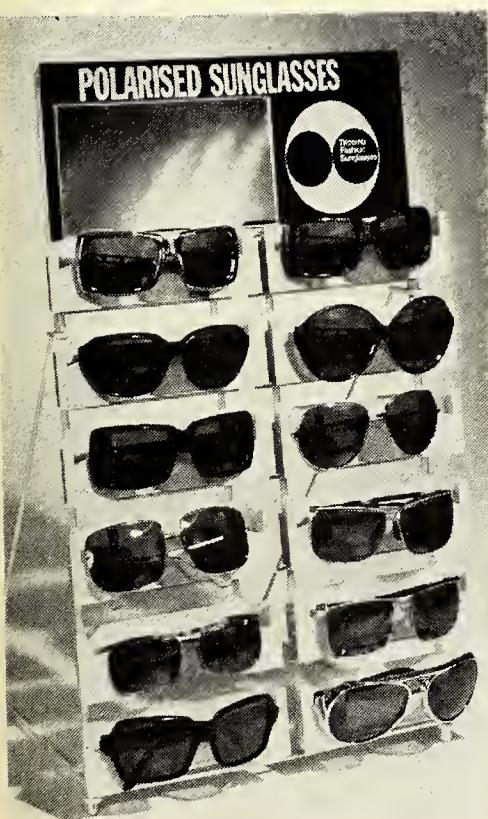
Supervite Manufacturing Co Ltd
107 Great Eastern Street
London EC2

Supervite are making a special feature of their distribution of the Foster Grant sunglasses. The Foster Grant Co, of Boston, Massachusetts, are said to be the largest manufacturers of sunglasses in the world and the UK distribution of their range in the coming season will concentrate on their metal and metalised models.

The main range will retail at £2.50 and comprise 12 models of which two are illustrated. There is another metal range retailing at £3.25 and a range of six polarised models to retail at £3.75. The collection is completed by four models in tortoise-shell frames retailing at £1.00 each. The sunglasses are supported by attractive display material and with the exception of the shell assortment (£1.00 retail) all have new impact resistant lenses.

Supervite's 1972 collection includes metal and fashion glasses with retail prices from £0.60 to £2.25.

Supervite are also distributing the whole of the Polaroid range, together with selected displays and sunglasses from Whitecross, Solabria, Bartex and Olive.



Sherlock Bros
355 City Road
London EC1V 1LU

Sherlock Bros' MOT label is claimed to include the largest range of plastic framed and metal framed sunglasses on the market—over 200 different patterns are offered from stock.

A winner is expected to be SH481, which is supplied with a glass lens or with polarising plastic lenses (SP126). The effect of emphasising the sides in this manner produces a masculine "he man" style.

Pattern SP109 is considered to combine the fashion trend for racing arms with a great deal of elegance—catering for the fashion conscious who also wish to look "chic".

SP395 is a smart model with a shell front which, by contrasting, emphasises the design of the temples which although well made and strong, by clever shaping look light and delicate when worn. This model is supplied with polarising glass lenses.

SP397 is among the most attractive designs in the range—the chased edges lend themselves to the gun metal colour effectively catching the light. This is supplied also with tan or blue lenses the blue lenses suit the gun metal colour of the frames particularly well.

Pattern SP391 is representative of Sherlock's "top ten", all fitted with 1mm plastic polarising lenses. These lenses caused considerable interest among optical customers during 1971 because, being thicker than any other polarising plastic lenses on the market, they remain far more rigid in the frames.

All models are of optical quality; every part is screwed and is easily replaceable. The polarising lens sunglasses are supplied in a snap clip vinyl case together with test label.

Completing the collection are flip-clips and clip-overs. Prices range from as low as £0.15 pj to £2.40. Available also in unit selections.

Top page: One of more than 70 styles Correna offer for 1972

Opposite: "Casper", a hand-made frame by Oliver Goldsmith

Below: From Sherlock Bros' MOT range, models SP395 (left), SP391 (top); SP397 (bottom); SH481 (right)



Correna International Ltd
30 Station Parade, London NW2 4NX

In the standard lens range the development of metal frames continues with the introduction of a number of new shapes and finishes. The geometric—hexagonal and octagonal—shape is much in evidence and is available both in wide and fine metal as well as a new engraved finish.

In the super polarised range, Correna have introduced over 70 different styles comprising nearly 120 variations including colours. Correna claim this as the largest choice of polarised glasses under any label.

Half of the range are metal rims in silver or gold finish and there is an exclusive new optical quality range in rhodium retailing at approximately £5.50 and £6.50 each.

New for 1972 are two shapes in aluminium—both available in standard silver aluminium finish or gold or in matt black anodised aluminium. There is also a small range of imitation aluminium finish looking "so like the real thing you couldn't tell the difference".

Continuing the more classical trend is a new series of styles in different shades of tortoiseshell from warm ginger or amber tortoiseshell to the darkest red-tinged shell.

Correna promise strong advertising sup-

port to the range, which is priced at from £0.50 to £2.00 (standard lenses) and £1.00 to £6.50 (polarising lenses). Children's and clip-on models also available.

Natura Products Ltd
90 Belsize Lane, London NW3

The new Piz Buin range of sunglasses come in ten top fashion, unisex styles, each with their own protective plastic carrying case. The lenses are of high quality and in most models are shatterproof to conform with American standards. Four of the models sell at £2.25, the others at £2.90, with trade prices £1.45 and £1.90 respectively. Minimum orders three pairs.

All glasses come packed in red and white striped boxes with the Piz Buin logo, and range will be supported by consumer advertising starting in early spring.

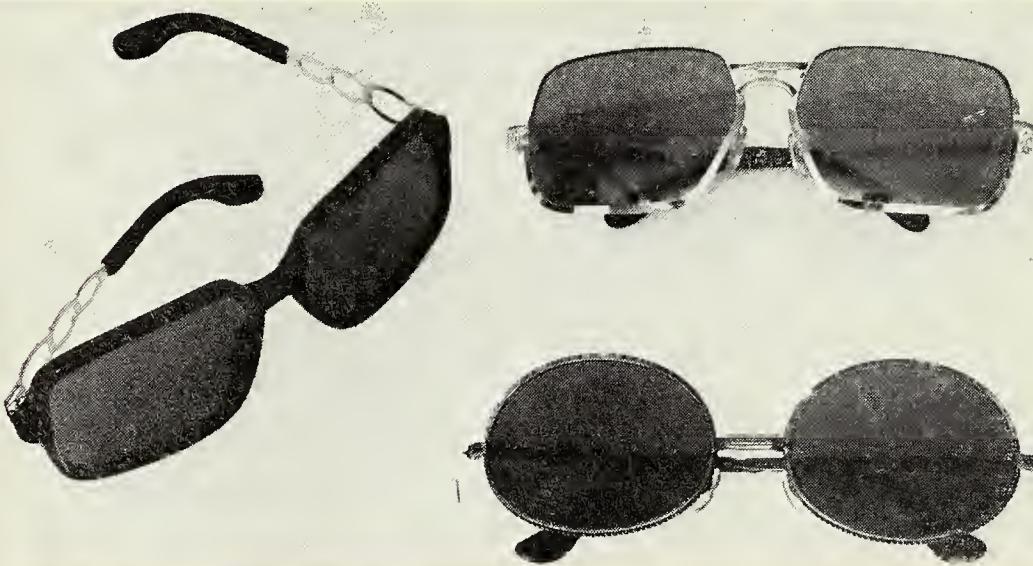
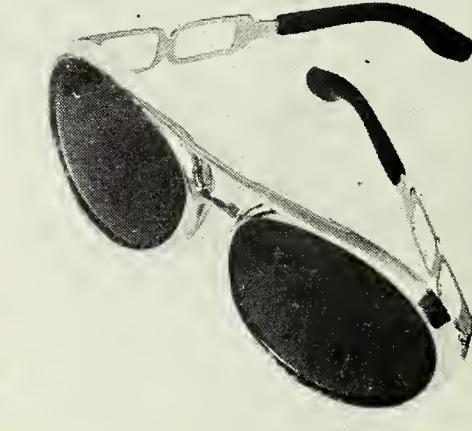
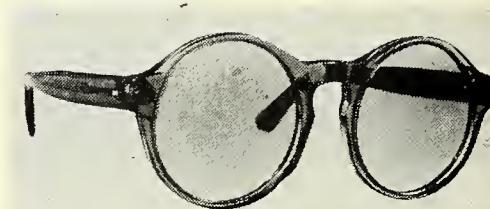
From the chemist's point of view, the sunglasses carry a reputable brand name—Piz Buin—and the Piz Buin logo is printed on every pair. Therefore, displayed next to the Piz Buin sun tan product range, they can offer complete sun protection for skin and eyes.

P. Oliver Goldsmith Ltd
60 Poland Street, London W1V 4BL

The range consists of 15 handmade sunglasses designed by Oliver Goldsmith and made in London. The frame colours are light shell, medium shell, dark shell, and transparent brown smoke. The lenses are CR39 hard resin and are available in a large range of colours and densities.

The Luna 2 and Noseguard are moulded "funglasses": the former protects the eyes from sun and wind, the latter also protects the nose from burning rays of the sun while sunbathing.

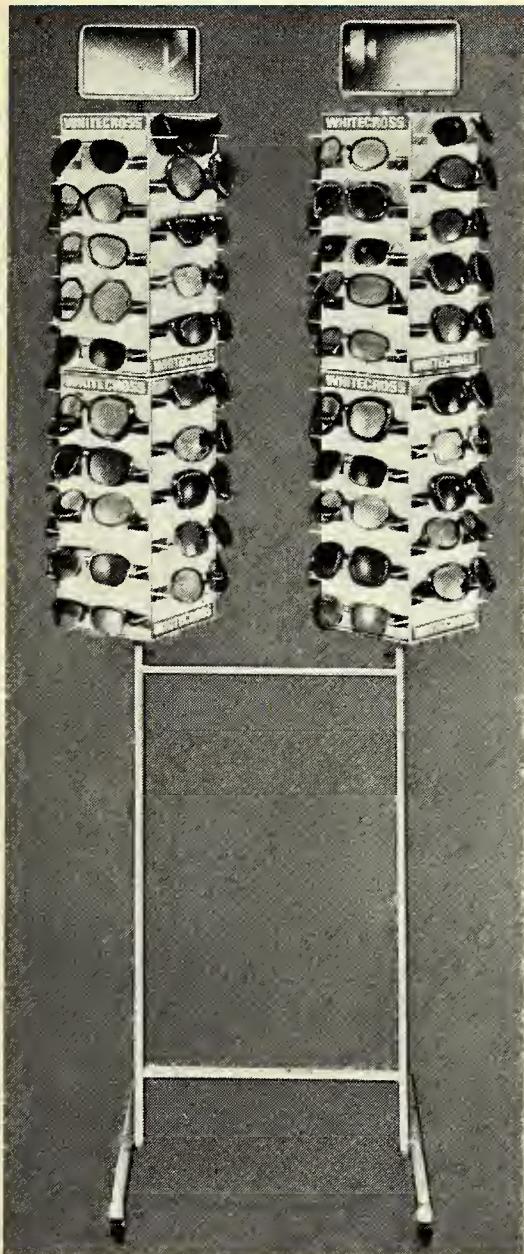
All the handmade sunglasses retail at £7.75 each including a slip-in case. The Noseguard and Luna 2 retail at £1.00 each without cases.





Whitecross

PRESENT THEIR
1972 SELECTION OF STANDARD &
POLARISED SUNGLASSES AND
EXCITING NEW DISPLAY UNITS



▲ The Whitecross 'REGAL'

Our NEW white-backed twin-column revolving Floor Display Stand on castors and including two mirrors—supplied FREE—with a range of:

- 19 dozen assorted Plastic and Metal Sunglasses retailing from 25p to £1.25 each
- and 1 dozen Clip-overs retailing at 45p each

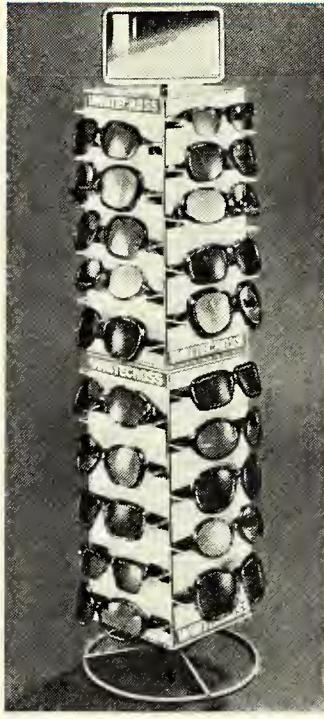
Cost of complete unit to retailer: £99.00

The Whitecross 'METALRAMA'

Our NEW gilt-backed revolving Counter Display Stand with mirror, supplied FREE, with a range of:

- 6 dozen Metal Sunglasses retailing from 95p to £1.50 each

Cost of complete unit to retailer: £58.60

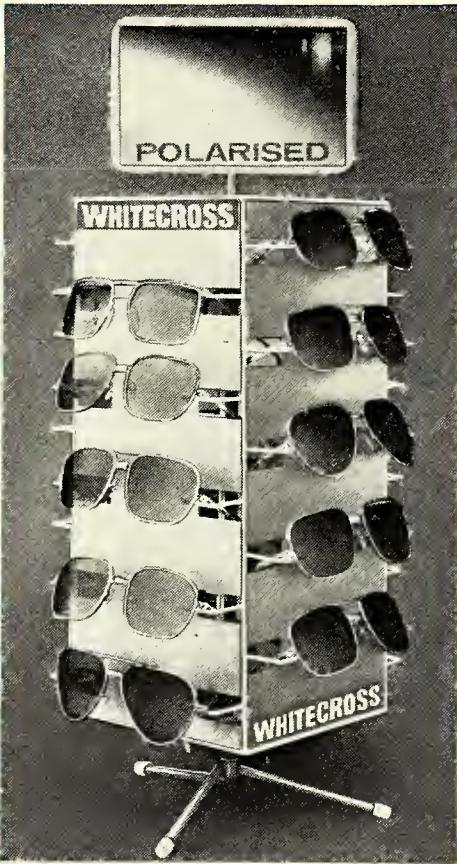
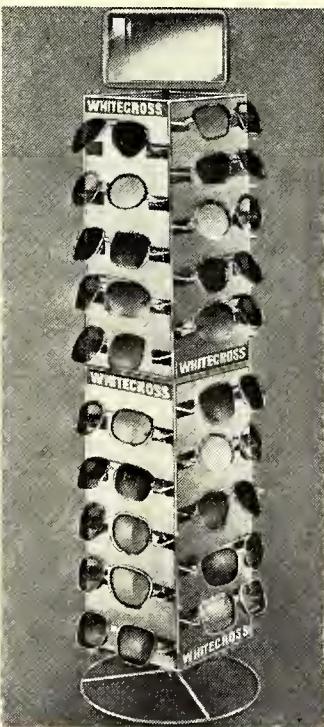


▲ Whitecross 'SUNSTAR'

Our NEW white-backed Counter Display Stand with mirror, supplied FREE, with an assortment of:

- 12 dozen Sunglasses retailing from 20p to 60p each
- and 1 dozen Clip-overs retailing at 35p each

Cost of complete unit to retailer: £38.80



The Whitecross 'POLARVISTA'

A stylish gilt-backed revolving Counter Display Stand with mirror, supplied FREE, with:

- 3 dozen Gilt Metal POLARISED Sunglasses suitable for both Men and Ladies: each Sunglass retailing at £1.75 each, and each fitted with a Polarising Test Filter Tag

Cost of complete unit to retailer: £42.00

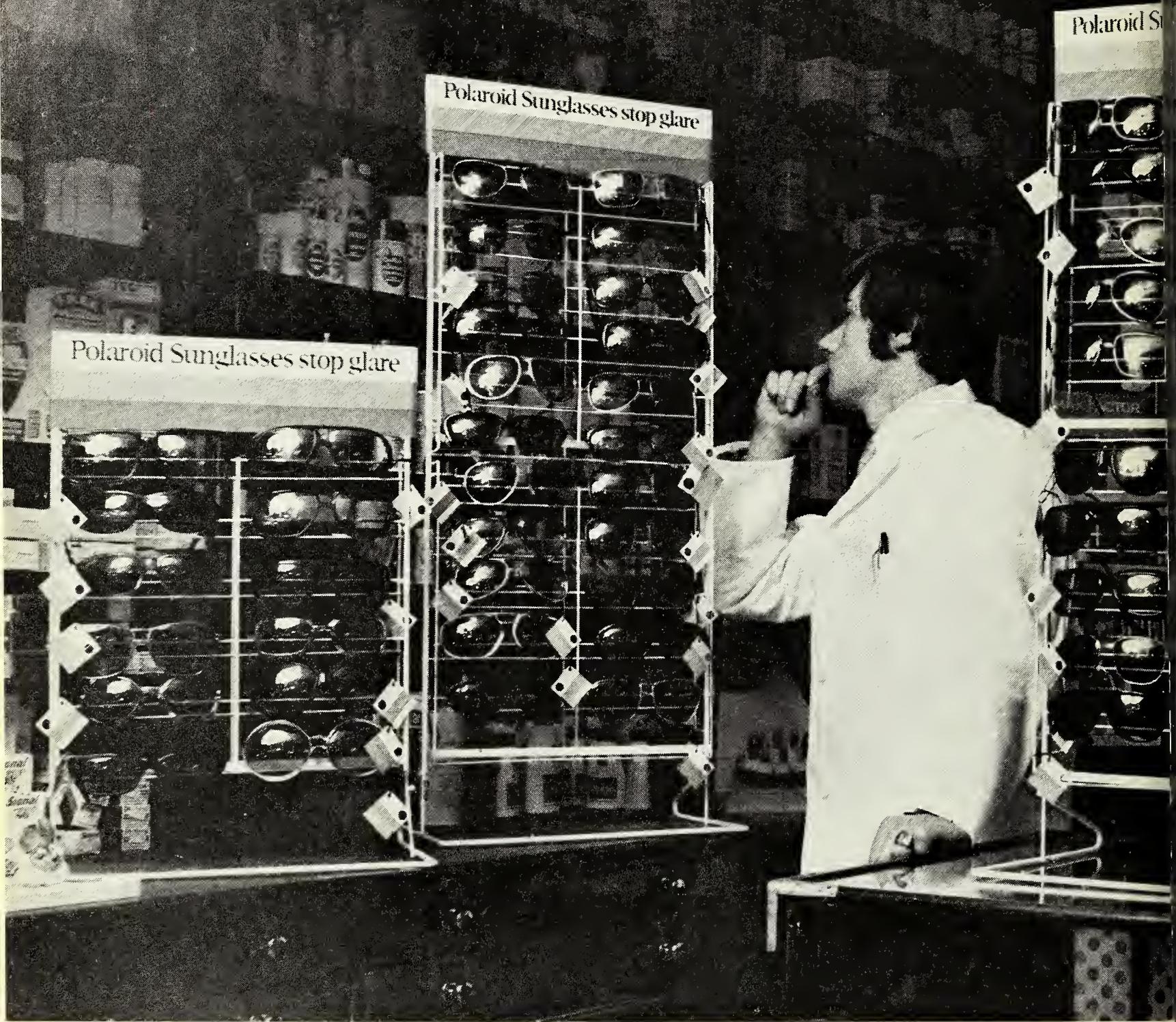
ALL OUR SUNGLASSES ARE AVAILABLE AS INDIVIDUAL LINES

Ask for our new colour brochure showing our complete range retailing from 5p each

**THE WHITECROSS
OPTICAL COMPANY OF LONDON**
(Proprietors: Fredk. Lehmann Co. Ltd.)

Frederick Works, Rochester Place,
London NW1 9JR
Telephone 01-485 6731

With Polaroid Sunglasses expecting 30% more business this year you'll probably be glad of these extra sales assistants.



25 Pack: The display bar is free with 5 clip-ons, 9 metal and 11 plastic sunglasses. (Cost: £40.41. Profit: £19.99.)

50 Starter Pack: A selection of 10 clip-ons and 40 sunglasses. The two display bars are free. (Cost: £84.54. Profit: £41.81.)

Last year we had a glorious summer.

With your help, Polaroid Sunglass sales soared 32% above target. This summer our forecast is just as

bright. Especially as we're bringing out 25 new styles. And lenses of blue and magenta.

To help them off your shelves, we've a modular display stand. Which



This stand combines the 50 Starter, 50 Fashion and 50 Metal Packs. The Fashion Pack display (like the 25 Pack display) comes free with our mixture of shell and shiny shades. (Cost: £92.61. Profit: £45.74.) The Metal with a selection of 50 metal rimmed sunglasses. (Cost: £101.65. Profit: £50.35.) The basket and display panel come free when you order all three packs together.

This pack is available from your wholesaler with your order of clip-ons. The front acts as a display, the back (which has eight shelves) as a dispenser.

you get with every pack you order.
(As you can see, they fit together
to hold almost any number of
sunglasses.)

Unlike ordinary sales assistants,

ours come absolutely free.
We only want to take the work out
of selling our sunglasses.
Not the money.
Polaroid Sunglasses.

1972 SOLABRA POLARISED SUNGASSES



SOLABRA SUNGASSES 1972

A more
selective
range of
Solabra Sunglasses
for 1972.
A free revolving counter
display stand will be given
of sunglasses selected
from the Solabra range.

Ask your wholesaler for details and brochure
L.BRAUN Ltd. 22 Cowper Street
London EC2

Lessar Bros Ltd
Lesbro Works, Hylton Street
Birmingham 18

“The happening sunglasses”—this is Lessar Brothers’ theme for their Solarite (fashion) and Pol-rama (polarising) sunglass ranges for 1972.

There are 36 Pol-rama lines, every one in a Lesbro-made case. The range is strong in metal frames as well as metallised finishes in silver and “gun”. Shell themes are appealing too. One of five Pol-rama clip-overs is the G.153 Big Swinger—ideal for fitting on to large frames.

In the Solarite fashion range the four “Minis” are “not too small” rimless sunglasses with optically correct safety lenses, retailing at well under £1. Shapes are described as pear, rimway, octagonal and rectangle and the lenses are in tan, pink, blue, avocado and smoke.

Three of the Solarite models, C47, P54 and P70, are fitted with unusual 3-D sides—profiled plastic inserts securely fitted and claimed to be a distinct advance on the racing side theme. Some Solarite models for both men and women are fitted with heat-tempered glass lenses giving excellent impact resistance. Again there is a well balanced choice of metal and plastic frames in the vital £0.80 to £2.00 retail bracket.

At the top end of the Solarite range are 12 models with Zeiss Umbral (75 per cent absorption) lenses. Whilst Zeiss are hardly impulse lines, they represent excellent value to those appreciating fine quality. Entirely new is the small range fitted with formula CR39 optical plastic lenses—as worn by the Apollo astronauts to the moon. CR39 lenses are half the weight of glass and four times stronger.

Five point-of-sale display stands are available with the Solarite and Pol-rama ranges, along with mobiles, showcards and PVC stickers.

Whitecross Optical Co
Frederick Works, Rochester Place
Camden Road, London NW1 9JR

Whitecross offer a complete range of sunglasses, comprising standard and polarising lenses and combine smart and elegant styling for all tastes, with new point-of-sale display stands.

For the metal framed models with polarising lenses (£1.75) is a gilt backed “Polarvista” counter display unit, with large mirror; it is supplied free with a selection of 36 gilt metal framed models, consisting of six pieces each of the six designs. This unit is £42 to the retailer. There is also a smaller selection, the “Polaris”, which is a display box of 12, comprising two pieces each of six polarising metal framed models. The “Polaris” costs the retailer £14. Each style is available separately, if required.

A wide variety of other metal framed sunglasses are available, both in gilt and chrome, and there is an all-metal-framed sunglass selection. “Metalrama” is a gilt-backed counter display unit with large mirror, supplied free with 36 sunglasses, 12 different models, six pieces of each, retailing from £0.95 to £1.50. The “Metalrama” is £58.60 to the retailer.

Plastic-framed models in fashionable styles are offered in several units: one, the “Sun-Star”, holds an assortment of 144 glasses, retailing from £0.20 each to £0.60, together with 12 clipovers retailing at £0.35.

This unit has a revolving counter display stand with large mirror (cost to retailer is £38.80).

An eye-catching floor stand on castors is the “Regal”, which has twin revolving columns and two large mirrors, and which is supplied free with a selection of plastic and metal framed sunglasses totalling 19 dozen, retailing from £0.25 to £1.25, together with one dozen clip-overs retailing at £0.45 each (£99 to the retailer).

Assortments of 36 plastic framed sunglasses in display boxes are also available, the “Mayfair” box for ladies and the “Cavalier” box for men. These are selections retailing from £0.20 to £0.50.

Various models of sunglasses for children and “tweenagers” are also available, as well as a range of clipovers. Coloured brochures, available on request, illustrate the glasses and the display units.

Highgate Optical Manufacturing Co
184 Great Portland Street
London W1N 5TB

Highgate Optical supply a range of 17 styles, all metal-framed with plastic polarising lenses.

The modern shapes include rounds, pears, squares, octagonals, etc, with solid and pierced side pieces. Bridges are single and double and are in some cases decorated. Most styles are offered in a choice of gold or white metal.

An illustrated list is available on request. Suggested selling prices are from £1.95 to £4.80. In addition there is a clip-over (£1.35) and a flip clip (£1.42).

1. Lessar Brothers Pol-rama polarising range includes this fashionable style, model G178

3.



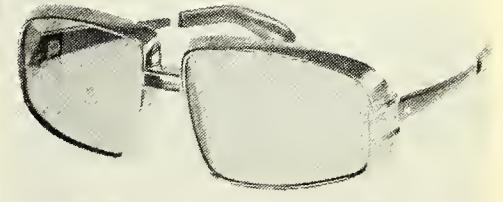
2. The Solarite range includes four “minis”, of which this pear-shaped model A31 is one. All are rimless with safety lenses. The “minis” are available in other shapes and with a choice of five lens colours

2.



3. Patented 3-D sides are a feature of this Solarite model C47 in gunbronze. The profiled plastic inserts are described as a distinct advance on the popular racing sides theme

3.



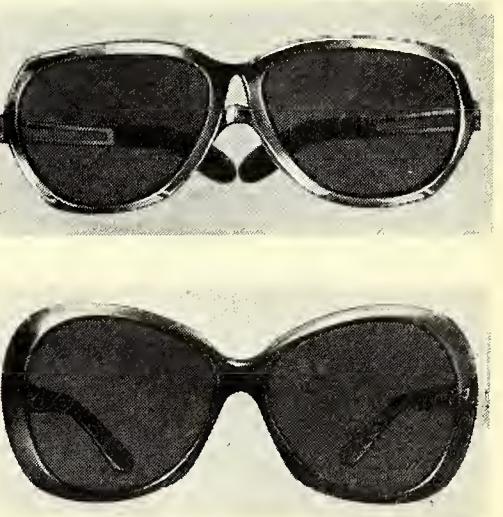
4. From the upper end of the Whitecross range comes this men's or ladies' gilt metal frame with polarising lenses (model 905, £1.75). Available in the Polaris box

5.



5. A distinctive bridge and racing sides characterise Whitecross model 608 (£1.25). The chrome metal frame is designed specially for men

6.



6. Style and top value in Whitecross plastic model 328 (£0.25), available in smoke, brunal or blue

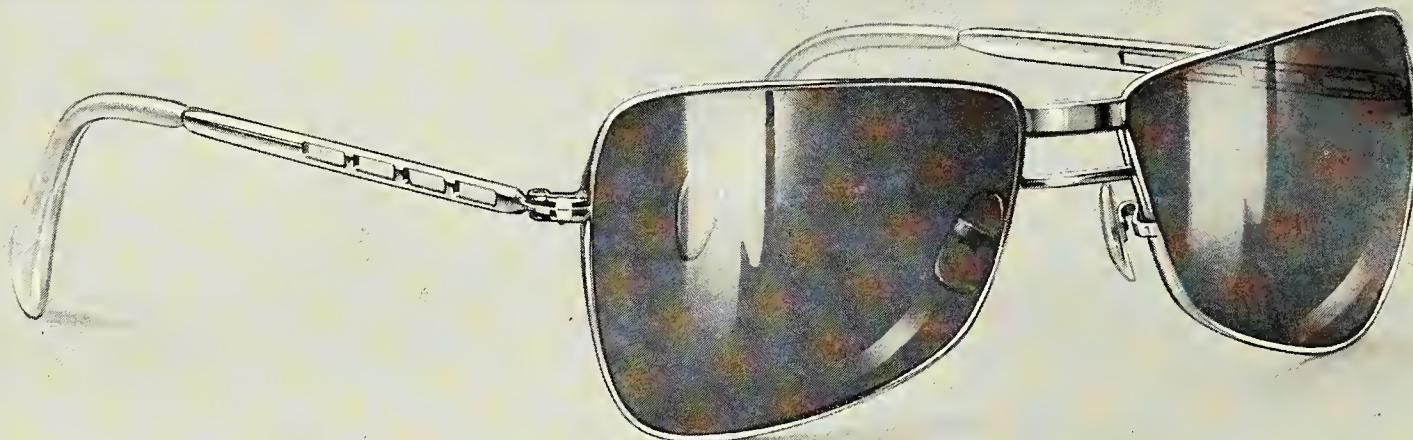
... whatever the shape
you will find it
in the
M.O.T. range



SHERLOCKS



QUALITY SUNGLASSES



THERE ARE OVER
TWO HUNDRED PATTERNS
AVAILABLE

POLARISED LENSED METAL FRAME

POLARISED LENSED PLASTIC FRAME

STANDARD LENSED METAL FRAME

STANDARD LENSED PLASTIC FRAME

VACUUM COATED RACING ARMS

PANORAMICS

METAL MINIS

ours is a 'faulty' range

THE FAULTS WE ARE TOLD ARE:

1. WE ARE GREATLY UNDERPRICED
2. OUR RANGE IS SO VAST

We remedy that first fault by not recommending a retail price, allowing retailers to make their own mark up.

The second fault is unavoidable, for how else could we offer you the most comprehensive range in the trade?

SHERLOCK BROTHERS

355-357 CITY ROAD LONDON EC1V 1LU

Telephone 01-837 1301

Is there anything else? Well if there is you will surely find it in our 1972 catalogue. Available on request from:

Henry Weinberger Ltd
Britannia House
100 Drayton Park London N5 1NA

The Olive polarised collection leads Henry Weinberger's 1972 sunglass range which combines fashionable elegance with selected quality.

Gun metal and gold finishes are new variations of the predominating metal trend. This trend is expressed in a wide selection of all-metal frames and combinations of metal rally sides with fronts in various metallised finishes, as well as in shell and translucent colours. Translucent shades varying from sherry to rose have been added to the ever popular shell in the non-metal section of the Olive range.

Designs cater for the individual: angular shapes accentuate the sporting look, double, treble and novel bridge structures add distinction, whilst variations of curved forms emphasise the feminine line.

One of the most outstanding models in the polarised range is a semi-wrap-around style 135 with metal sides, and frames in gun metal or other finishes, priced to retail from £1.85. Other polarising sunglasses with sprayed shell frames are available to sell from as little as £1.

Olive polarising lenses are made in England to highest professional standards and are available in neutral grey or smoke, tan and the fashion colours of blue and lilac. Glasses are in attractive individual spectacle cases and are supplied in display trays of six. Clip-ons are packed in plastic display strips of six with individual case.

In addition to the display packs of individual models, there are a number of carefully selected package deals, catering for the needs of every retailer. The deals are all based on variations of the basic plastic module, designed to display sunglasses to their best advantage and permit ease of handling. The various display stands are supplied free with selected assortments.

Debbex Optical Co Ltd
295 Regents Park Road
London N3 3JY

To cater for an ever increasing demand for new fashionable sunglasses, Debbex have introduced 30 new models for 1972, from the "classic" styles to the "Grannie Smith" and "Easy Rider".

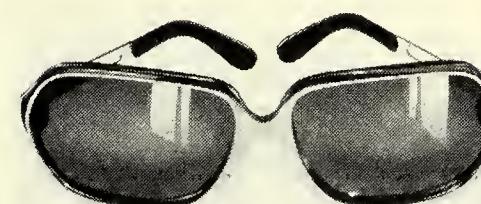
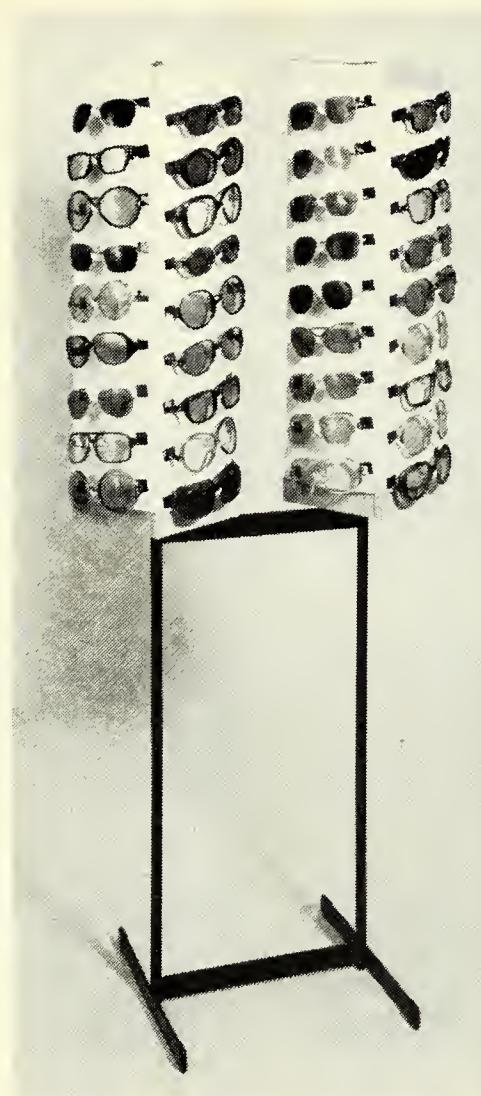
In the choice of colours, they have reflected the fashionable "military look" by featuring many models with green and brown (rosal) lenses, which give protection as well as fashion. Also, a complete range of soft blues and smokes.

Polarising lenses continue to play a large role in the sunglass field. This year, nearly a third of the models feature this characteristic.

The frames for 1972 show again an emphasis on metal, both silver and gold—and this year, a new trend towards black metal is shown in six models. Debbex forecast that black metal will be the "In thing" for 1972.

Within the range can be found sunglasses to suit everyone, for the trendy swinger, always looking for something new, to the more conventional styles.

All sunglasses in 1972 will be packed in an attractive presentation box and have a protective case.



Above: Twin-pillar, revolving, floor display stand for the Olive range. It is supplied free with 240 glasses ranging from £0.12 to £0.50, or 180 glasses from £0.30 to £1.75, both plus 12 clip-ons and 24 cases. The two glasses illustrated are men's model 135 (above) and ladies' model 128, from the polarised range

Right: From L. Braun's Solabra collection for 1972 are (top to bottom) models 968, 957 and 979 (all chrome plated, with GT sides) and model 1301, available in gilt and nickel—a popular design from last season

L. Braun Ltd
22 Cowper Street
London EC2

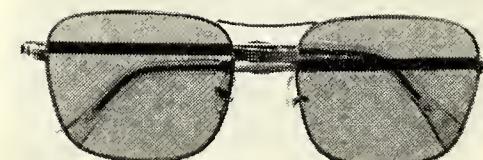
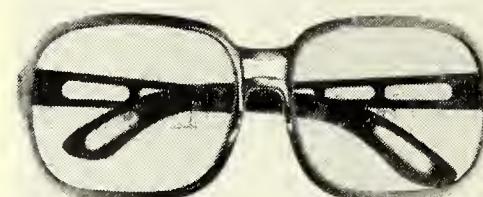
The 1972 Solabra collection has more than 100 models selected from all the major fashion styles and materials. Prices for the adult range of sunglasses are from £0.14 up to £2.30.

Chrome is a dominant feature in many of the frames and can be seen in the stylish model 968 (£1.10) with its hexagonal lens shape and GT sides. GT sides are found in many other chrome models, including 957 which has a strong central nose-bar and retails with "organic" lenses at £1.10 or with polarising lenses at £2.10.

At the same price is "unisex" model 979, again chrome plated with "slim line look" GT sides, while from among the metals, model 1301 (£0.65) in gilt and nickel is again expected to be popular. The same design is one of a group of six models with mirrored lenses—1301M sells at £0.85, with plastic-frame pieces from £0.30.

A four-design children's range (£0.05-£0.12½) in assorted colours and two clip-on shapes (£0.23 and £0.30) complete the collection.

Solabra sunglasses are supplied only through wholesalers, and are available as popular selections, complete with free stands, or separately. For example, the S12 unit provides 11 dozen glasses covering ten styles, plus one dozen clip-ons, to sell at £0.10 to £0.65. Cost to retailer is £32.92. Separate metal and GT selections are available.



S.I.C. Plastics Ltd
Floor 11 Leon House, High Street
Croydon, Surrey CR0 9XT

Samco claim to have taken the 1972 market "by storm" by producing a range of high quality metal rimmed polarising sunglasses at a suggested retail price of £1.50. Five different stylings are offered and each has a selection of lens colours and a choice of chrome or gilt frames. Available as single items or in a 4 dozen pack (no 7) with high-interest counter display stands supplied free.

"Something extra" in metal rims is to be found in Samco's matt black concept offered in four styles. "All the rage" in the United States, it is anticipated that matt black metal will be a style to be seen wearing in Britain '72.

Italy-based Samco this year introduce a selection of "shatter-proof" sunglasses with heat-treated, tempered glass, lenses that are virtually unbreakable. These safe lenses are fitted to a wide range of frames, many of a finely-etched metal exclusive to Samco.

On the fashion front again Samco have many new styles to suggest, from the upright oval (illustrated by 50/553/221 £0.60) to a somehow different hexagonal (50/557/112 £0.75). Many of the fashion glasses feature highly attractive side pieces.

Children and teenagers are well catered for in the range, with a number of scaled down adult models for the sophisticated youngster.

Sparkle is added to the metalised scene

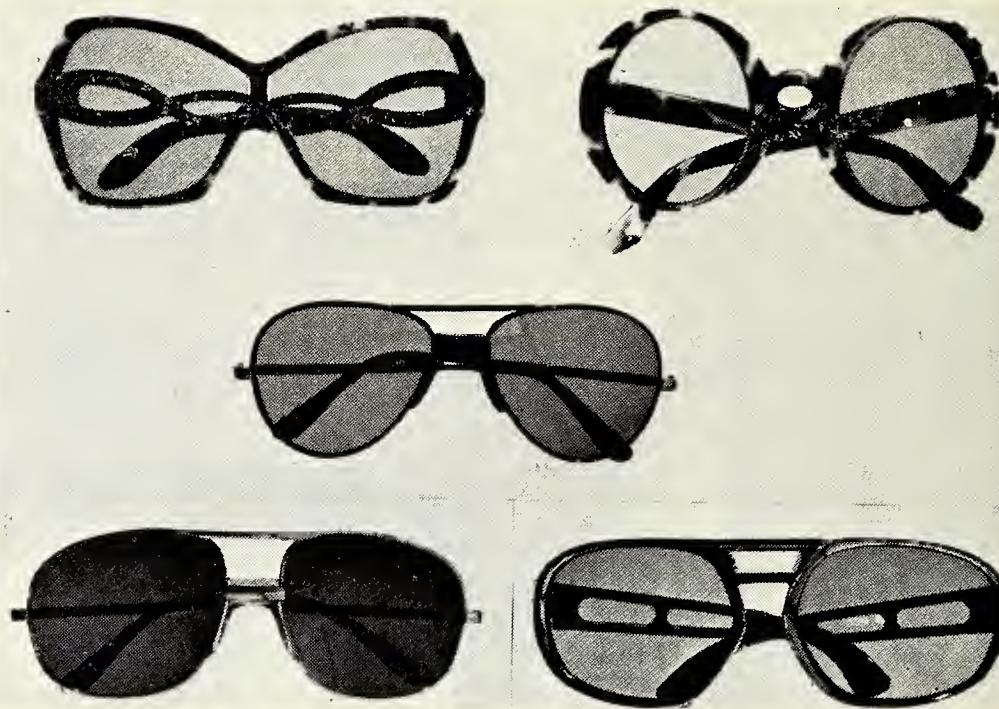
by the introduction of colour, including metalised bronze pewter, burnished smoke pewter and some intriguing greens. Mirrors are also a feature—and Samco forecast 1972 as a "mirrors year", with coloured lenses being used to advantage.

From the Samco range: Models 549 (top left) with novel bridge; 553 (top right) upright oval; 893 (centre) in matt black; 921 (bottom left) from the No 7 pack, and 913 (bottom left) coloured metallised

Linda Farrow
333 Grays Inn Road
London WC1X 8PX

Ten styles make up this range of English-made sunglasses which are claimed to "sell themselves" all the year round.

Most styles can be worn by men or women and all are fitted with grey polarising lenses. Suggested retail prices are from £1.80 to £2.10, with a clip-on at £1.05. Illustrated list available.

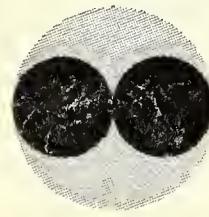


Looking ahead: Below is shown 'Masquerade', an experimental sunglasses designed by Richard Anderson of Hornsey College of Art. Available in limited quantities in the Polaroid range (retail price £3.25) from April. The model won for Mr Anderson first prize in Polaroid's design competition.



Thanks for our record year in 1971!

We hope we can please you
just as well in 1972 with our
exclusive polarised and fashion ranges.



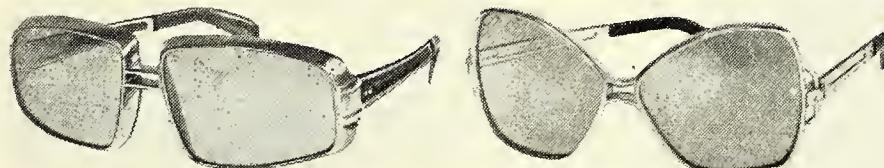
TITCOMB
FASHION
SUNGASSES

24 HURN ROAD, CHRISTCHURCH,
HANTS., BH23 2RN

Telephone: Christchurch 3252 (STD 020-15 3252)

The Happening
Sunglasses

**solarite^R
Pol-rama**



C47

C26



A33



Make the sun HAPPEN for you in 1972 with POL-RAMA polarising sunglasses. There are 35 stylish Glare Defeaters priced to bring YOU better profits. The celebrated SOLARITE® range interprets Sun-in-Fashion excitingly some 50 times over. Technical excellence too will satisfy modern consumer demands. These ranges are topped by Zeiss Umbral and Formula CR39 Sunglasses. Stunning Displays and Mobiles come free.

Full hang-up Catalogue with pleasure from

Sunglass Division,

LESSAR BROTHERS LIMITED,
Lesbro Works, Hylton St., Birmingham B18 6HW
Telephone: 021-554 2234 (PBX)

J & J Vickers & Sons Ltd
80 Royal Hill, Greenwich
London SE10 8QG

After a run of success during 1971, Vickers have decided to "go overboard" with sunglasses this season. They have added to Polaroid and Zeiss by the introduction of Solabra, Samco and an "un-named" selection, the accent being on worthwhile quality with prices from only £0.90 to £14.50.

Sales of Polaroids for 1971 were "just fantastic", say Vickers, and Zeiss Umbra from the Western Germany importers—for which Vickers are the main distributors to the photographic and allied trades—were the other "success" of the season. Although the Zeiss name carries with it an aura of quality and perhaps therefore costliness, the range actually starts at only £4.00 (clipovers £3.50).

With sunglasses so much more a part of everyday living, particularly as far as the fashion-conscious youngster is concerned, Vickers are devoting more attention to a varied and comprehensive sunglass stock. The Solabra brand has been added because they offer an attractive range of models with polarised lenses and to aid ease of buying, handling and stocking, they are concentrating on the two-dealer packs which include a free display frame bar.

Again the accent on quality at a reasonable price is offered by the introduction of Samco sunglasses from Italy, and here also the concentration is on their polarised models which are being stocked in a four-dozen pack all retailing at £1.50, and

a three-dozen pack of £1.50 plus eight at £2.50.

Polaroid, Zeiss, Solabra and Samco ranges are described elsewhere in this supplement, but Vickers' other addition to their range is a select choice of twenty polarised models from Japan. All but two have amber or smoke polarising glass lenses (the other two have a heavily curved frame) and offer tremendous value. Some models could retail at £4.00, £5.00 or more, but the discounted purchase price to chemists will allow a profit margin of up to 100 or 150 per cent on cost (where a modest quantity parcel is taken). The product is left unmarked, allowing the customers to decide their own selling price. The model illustrated in the advertisement below is a typical example of this range.

Although providing comprehensiveness of stock with a selection from five ranges, service is the main consideration Vickers wish to offer to the chemist, they say. In fact, Vickers aim to see that chemists are a main agency in offering sunglass service to the consumer.

Pyrene-Panorama Ltd
Hanworth Air Park
Feltham, Middlesex

"Panorama" is a name well known throughout British industry and overseas for their expertise in the manufacture of safety eye wear. Now, Panorama have introduced their own comprehensive range of sunglasses covering some 70 fashion models "having style with flair and individual appeal".

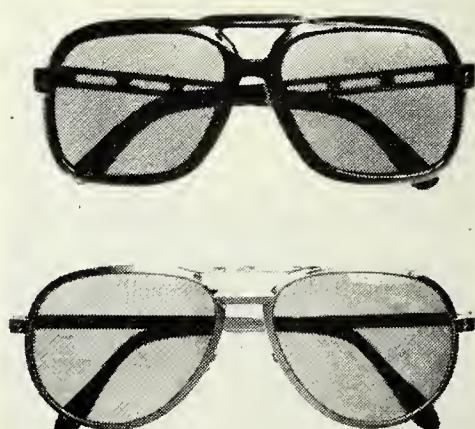
The frames are fabricated in metal, metallised and plastic and are fitted with lenses of orgalite, phototropic polarised and plastic materials. Among the models expected to have special appeal is no 697. It has gun metallised frame with chrome plated metal racing sides and a double bridge feature, lenses are smoke (trade £1.35).

Model 705 has a metal-style, chrome-plated frame and sides, and is fitted with plastic "spatula" ends and double bridge. Lens is polarised, pear-shaped and available in light smoke lens (trade £1.65).

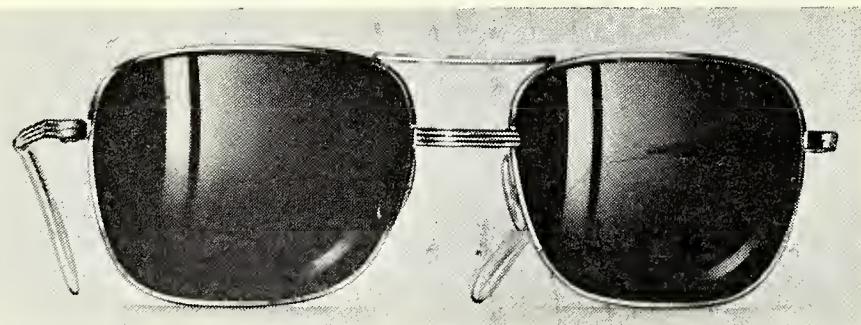
Model nos 704, 694 and 660 are illustrated in the advertisement opposite.

Trade prices over the whole 70 models range from £0.55 to £2.50.

Among Pyrene-Panorama's first venture into the sunglasses market are these two models, nos 697 and 705, described above



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UN-NAMED
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SAMCO SUNGLASSES**

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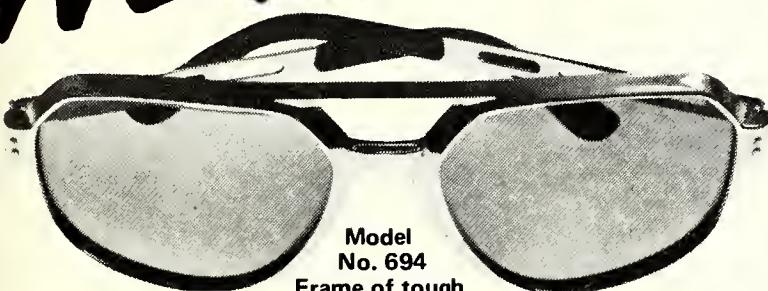
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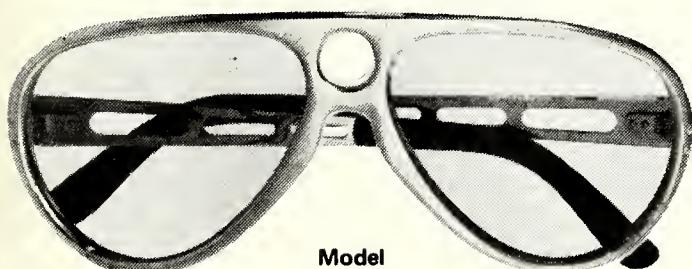
NEW

from



Model
No. 694

Frame of tough
ABS Plastic material, chrome metallised with chromium
plated racing sides incorporating a double bridge feature.
Light Brown Polarized Lens.



Model
No. 660

Attractively styled tough ABS metallised chrome frame
with chromium plated racing sides and special bridge
feature. Pear shaped Amber Phototropic Lenses.

"PANORAMA"

Registered
SUN GLASSES

A range of
**GOOD QUALITY STYLED
SUN SPECTACLES for 1972**
Plastic • Metallised • Polarised



Model
No. 704

Has a hand cut
aluminium metal style frame of slim design with a
matt black finish. Large lens of butterfly shape
with Orgalite scratch resistant material.

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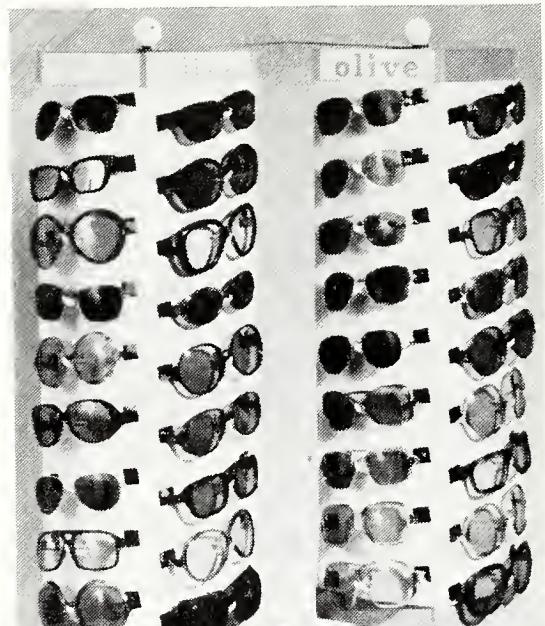


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